

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

THE MEMPHIS MARKET HAS TWO EARS
WDIA ALONE REACHES THE OTHER ONE!

40%

OF THE MEMPHIS
AREA IS

NEGRO

WITH AN ANNUAL
INCOME OF OVER
A BILLION DOLLARS!

WDIA

COVERS THE "GOLDEN MARKET"
OF 1,528,364 NEGROES



**MEMPHIS'
ONLY
50,000**
WATT STATION
Represented Nationally By
THE BOLLING COMPANY

9TH ANNUAL NEGRO RADIO SUPPLEMENT

A 52-page section of
facts and figures on a
medium getting more
attention from admen

Negro radio's
\$19 billion
consumer market

Page 6

Why stations
have growing
ad potential

Page 11


Negro Basics:
8 pages of
useful facts

Page 17

-RATED BY EVERY SURVEY FOR OVER 10 YEARS!

ANOTHER SONDERLING STATION—KDIA, San Francisco-Oakland

1st by far in the area where 70% of the Negroes live (June '60 East Bay Negro Pulse)



There's
more
to
McLendon
Ebony
Radio
than
specialized
audience...



we've got **POSITION**, too!

Posed by our President who'll do anything for business.

WENN

BIRMINGHAM

No. 1 among 11 stations. Latest Hooper, June-July, 1960

KOKY

LITTLE ROCK

Tied for No. 1 among 8 stations. Latest Hooper, July-August, 1960

KOKA

SHREVEPORT

No. 2 among 9 stations. Latest Hooper, April-May, 1960

WOKJ

JACKSON

No. 1 among 6 stations. Latest Pulse, May, 1960. No Hooper to date

**McLendon Ebony Radio... the
Nation's highest rated Negro group**

President and General Manager • Represented nationally by John E. Pearson Co.



From Experience... Confidence



America's most experienced negro radio stations
CONTINENTAL BROADCASTING

WNJR, new york area • WBEE, chicago area • WRAP, norfolk
WGEE, indianapolis (40% negro-programmed)

WOOK

is more than
radio! It is the
most effective
medium for
selling one of
America's larg-
est and richest

NEGRO MARKETS:

*The 600,000 high-income
consumers in
WASHINGTON, D.C.*

*The proof? In an 18-station market,
WOOK Radio is rated second in total
audience of all the stations licensed
to operate in Washington, D. C. (Ac-
cording to Pulse, Dec., 1959)*

WOOK RADIO

WASHINGTON, D.C.
REpublic 7-8000

A Division of United Broadcasting Co.

Represented nationally by:

NEW YORK: Bob Wittig, 420 Madison Ave.

ATLANTA: Dora-Clayton Agency, Inc.

SPONSOR

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WAMO

PITTSBURGH, PA.

NOW 1000 WATTS
Programming to
Pittsburgh's 250,000
Population Negro Market



SIR WALTER
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JIM



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NOW 1000 WATTS
ON 860 KC

WAMO

PITTSBURGH

100% Negro Programming
BERNARD HOWARD
NAT'L. REP.

Sing a song of savings with this thrifty trio *

THE GEORGIA NEGRO GROUP

COLUMBUS

1000 Watts
1580 kc.

WCLS

MACON

1000 Watts
1280 kc.

WIBB

SAVANNAH

WSOK

250 Watts
1230 kc.

Reach high sales at low cost with the Columbus area's only all-Negro programmed station. WCLS reaches 38% of the metro population with top-rated programs and personalities, beaming 100% to a Negro audience. Now in its 6th year of catering to Negro buyers, WCLS delivers a big market at small cost.

Macon's only 100%-Negro programmed station, now in its 13th year of service to the Negro community, reaches 43% of the metro population. WIBB originated Negro programming in the Macon area and has top-rated personalities with exclusive coverage. WIBB brings this market to you at low cost.

This fast-growing popular-rated station gives you 40% of the metro population, beaming to a 100%-Negro audience 24 hours daily. Now the only station in the Savannah area programming to Negroes, WSOK offers specialized programming to a specialized audience with special results for advertisers.

*A THREE-IN-ONE BUY FOR THREE-IN-ONE SAVINGS: TIME, EFFORT, DOLLARS. EARN A GROUP DISCOUNT OF 5% ON PURCHASE OF TWO STATIONS-10% ON PURCHASE OF ALL THREE. **ONE ORDER DELIVERS THESE KEY METRO MARKETS: BERNARD HOWARD & CO., NATIONAL REPS.-DORA-CLAYTON AGENCY, SOUTHERN REPS.**

6,500,000

potential sales prospects !

Our quality list of Negro programmed stations can deliver over one-third of the most rapidly expanding and exciting market in the U.S. today!

Let us tell you about it



BERNARD HOWARD & CO., INC.
radio and television station representatives

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES • SAN FRANCISCO

KDIA SAN FRANCISCO, CALIF.
KGFJ LOS ANGELES, CALIF.
KNOK DALLAS/FT. WORTH, TEX.
KXLW ST. LOUIS, MO.
WABQ CLEVELAND, OHIO
WAMO PITTSBURGH, PENNA.
WDAS PHILADELPHIA, PENNA.
WEBB BALTIMORE, MD.
WFEC MIAMI, FLA.
WGIV CHARLOTTE, N. C.
WJLB DETROIT, MICH.
WOPA CHICAGO, ILL.
WQIC MERIDIAN, MISS.

THE OK GROUP

THE GEORGIA NEGRO GROUP

THE WALTON GROUP

NEGRO RADIO'S WIDENING STREAM OF ADVERTISING \$\$

Every day of the week, advertisers and buyers are on the receiving end of promotion from one or more Negro-appeal programmed stations. The influx of material ranges from mimeographed promotion and trade ads to multi-colored brochures with illustrated pictures and sometimes off-the-air 45's of station personalities. Stations are financing sales trips to major advertising centers. Costly qualitative and quantitative studies are conducted by groups and individual Negro-programmed stations.

But what does all this mean? It surely doesn't mean stations enjoy spending money. And they're certainly not keeping their fingers crossed hoping a national account may suddenly realize there is a Negro market and buy a few spots on their stations. What all this spending amounts to is that they have the money to spend, a continuous flow of revenue from national advertisers aiming at the Negro market. More and more national advertisers are realizing the buying potential of this rapidly expanding

market which represents 10 percent of the total U. S. population. This 10 percent is not distributed throughout the U. S. evenly but rather gathered in large segments in certain states and cities, creating scores of Negro markets.

Advertisers are also beginning to feel that the way to reach this ethnic group is with carefully programmed Negro-appeal radio.

To keep media people up-to-date on the facts of the fast growing Negro market, SPONSOR has carefully gathered facts of interest to the advertiser and station owner alike, covering such topics as Negro growth, programing and buying habits. Merchandising services, which are usually offered at no extra cost with the purchase of a schedule, often contribute in making Negro-appeal radio a must buy. Other material that can be found includes profiles of more than 200 Negro-appeal programmed stations plus a long list of advertisers active in Negro radio.

NEGRO RADIO'S PROSPEROUS MARKET

✓ 19 million Negroes spend \$19 billion annually, representing a growing market for national, regional, local advertisers using Negro-appeal radio to sell their products

The most perceptive media buyers and marketers tend to agree that radio's biggest untapped potential lies in the rapid and rich growth of the Negro market.

And they think the tapping of this market by the national advertiser—who often has been slow to realize the value of supplementing mass audiences with specialized ones—is gaining momentum after a long quiescent period.

Quiescence is a costly stance, however, in light of these basic marketing facts:

- The Negro population approximates 12% of the national total, some 19 million Americans.
- Their annual spending rate is

estimated to be a minimum of \$19 billion.

• Except at the very highest and lowest income levels, Negroes out-spend whites in almost all consumer product categories.

These are facts which advertisers and agencies can no longer ignore or minimize. They add up to this rare and happy prospect for the seller: an enormous, expanding market which has yet to be tapped for its dollar potential. Most other markets for advertisers—the mass market as well as some segments of it (teens, women, men)—have long been exposed to heavy advertising pressures.

But Negro markets and media are still an unknown quantity to many

national advertisers, despite the selling successes of Negro-appeal radio for four decades. Clients and their agencies, however, are taking new and longer looks at the market and at radio, particularly.

Here's why they're scrutinizing the market:

Negro income is rising fast, as are educational levels. With an exodus from rural areas to urban centers, which in some cases show the Negro population tripling in the past decade, Negroes are acquiring more cosmopolitan tastes and can afford to satisfy them. They're moving from low-paying farm and manual work to high-paid industrial jobs.

Here are some reasons why buyers

THERE ARE 3 BIG NEW TRENDS IN ADVERTISERS'

Commercials feature top 'names'

SATCHMO Louis Armstrong typifies "name" Negro personalities whom sponsors are using for product pitches. He's featured in Rheingold beer jingles in parody of "Let's Do It." With him, Tom McDonnell, producer, Foote, Cone & Belding agency, N. Y.

Gospel shows are more popular

AUNT JEMIMA, Edith Wilson of Quaker Oats Co., starred on company's *Gospel Talent Hunt* for self-rising flour. Gospel is gaining favor with sponsors because of its perennial appeal, its dominance in Sunday air schedules. At right, H. P. Bell, flour sales manager





INDIGENT RURAL NEGRO is becoming part of past, as emcee Mike Wallace saw on recent Westinghouse Broadcasting trip. Today's Negro has higher income, better education, sophisticated consuming patterns, tastes. Influx of rural Negro to metro areas is impetus for new concepts

and marketers are looking at Negro-appeal radio more carefully . . . and buying it.

Although Negro-appeal radio has gone on smoothly like Old Man River for 40 years, torrents of new advertiser interest are giving it a fast pace

it's never shown before. Negro stations, traditionally at the low end of the media income spectrum in most markets, are making more money than ever before.

This means there's new revenue for support of policies and practices

which advertisers — particularly national manufacturers—want in their selection of station: quality programming with large blocks of specific Negro-appeal programs; identification with established local Negro personalities, usually disk jockeys or homemakers; music which departs from the too-standard rhythm and blues or rock and roll stereotypes; station activity and responsibility within the Negro community.

Sponsors and stations have worked together to define the Negro market locally and to accomplish these several goals. The end result, says Al Sessions, buyer at Gumbinner Advertising in New York and an expert in the Negro market, is that "the ethics of the business are high, the program quality the best ever and the results excellent for admen who know the market and how to reach it."

The first fact of which they're aware: the Negro market is fluctuating—and at a very fast rate. This is pointed up in a compilation of statistics for the 59 cities in 12 states in which a complete census has been taken since the official U. S. census survey in 1950 (new 1960 census data will not be available until No-

USE OF NEGRO-APPEAL RADIO

Transcribed shows and spots see big gain

TRANSCRIPTIONS are trend in programing as well as announcements, with sponsors liking advantages of (1) flexibility of time yet (2) control of content. Sidney J. Wolf (c), pres., Keystone Broadcasting System, which has a Negro network of 463 radio stations, chats with E. R. Peterson, (l), Keystone's sr. vp., and Sid McCoy, (r), owner of production firm of that name



... of this year).
 ... was compiled by The
 ... H Kendrick Organization, Wash-
 ... D. C. Negro marketing firm,
 and shows some astronomical per-
 centages of gain in population
 changes among the non-white resi-
 dents. Only two cities in the 59-city
 study showed a loss in the non-white
 group. Pine Bluff, Ark. and West
 Palm Beach, Fla. But many major
 market areas registered notable in-
 creases in non-white, particularly in
 contrast with the percentage gain in
 the white population since 1950.

Among these cities in which the
 non-white growth is matching or out-
 pacing that of the white: Phoenix,
 the white rise, 18.1%; non-white (in
 italic), 59.4%; Fort Lauderdale, 76.3
 and 63.0%, respectively; Miami,
 3.0% and 8.9%; Tallahassee, 32.7%
 and 53.5%; Baton Rouge, 18.9% and
 23.2%; New Orleans, 0.2% and
 17.2%; Shreveport, 25.9% and
 27.5%; Las Vegas, 108.6% and
 78.4%; New York City, down 5.9%
 for whites, up 41.3% for non-whites.

The biggest gains and those most
 marked as tracing a (1) move North-
 ward and/or to (2) urban areas is

seen in the California, Illinois, Indi-
 ana and New York figures. For Cali-
 fornia, the percentage increase in the
 non-white population is 282.5% for
 Bakersfield, with white 40.5% (white
 figures will appear in parentheses for
 the following cities) Compton,
 374.9% (15.5%); Fresno, 55.7%
 (32.3%); Los Angeles, 47.3%
 (9.9%); Sacramento, 49.5%
 (11.3%); San Bernardino, 149.1%
 (27.8%); San Diego, 83.2%
 (45.7%) Stockton, 32.6% (3.0%).

In two large suburban areas ad-
 jacent to Chicago, the rise in non-
 white is again more predominant than
 that for the whites: Chicago Heights,
 39.4% (13.5%); Evanston, 9.8%
 (0.9%). The same pattern evolves
 in Indiana: Fort Wayne, 82.4%
 (53.9%); Gary, 81.5%, (14.1%);
 Indianapolis, 36.6%, (3.0%).

Income as well as shifting popula-
 tion is another major factor in ap-
 praisal of the Negro market. The
 Negro family has a higher income
 and is spending more money on con-
 sumer goods and services than ever
 before. Just exactly how much this
 is, no one knows for sure. But Sam
 Vitt, v.p. at DCS&S, New York, (see

page 5) estimates the total market
 to spend \$19 billion a year. He says
 a Negro family with a \$5,000 annual
 income lives at the rate of a white
 family earning \$8,000.

The U. S. government has some
 1958 income figures which give some
 dimension as to how much money
 Negro families earn.

The median income (not average;
 median is at the precise half-way
 point between the highest and the
 lowest reported incomes) for the ur-
 ban non-white family was \$3,392,
 contrasted with \$5,679 for the white.
 Rural non-farm and rural farm in-
 comes are significantly lower, of
 course: Negro: rural farm media,
 \$1,123; rural non-farm, \$2,361;
 white, rural farm, \$3,025; rural non-
 farm, \$5,211.

Income for non-whites as for whites
 seems to be related directly to the
 number of school years completed.
 Another Bureau of Census summary
 indicates that the white with a col-
 lege education earns a median an-
 nual salary of \$7,373, contrasted with
 \$5,634 for the Negro. Median years
 of school completed for whites, 11.3;
 for the Negro, 8.2. These figures

PROGRAM PATTERNS: PET MILK'S IS UNIQUE



DEPTH IN MEDIA and marketing is strategy of Pet Milk Co. and
 Gardner Adv., St. Louis, explains Ray Morris (r), ad mgr., evaporated
 + Pet, with Earl Hotze (l), a.e. on evaporated milk at Gardner.
 revised e.t. Sunday Morning gospel show for 64 Negro stations



COMMUNITY RELATIONS were major plus in Pet's first Sunday
 Morning Gospel Singing Contest. Reception group included (l to r).
 Jim Bridwell, Gardner; Bob Vanasse, Pet Milk; Mrs. Louise Prothro,
 Pet's home economist; Bob Hughes, Gardner, at finals last July

apply to the head of the household and are based on 1958 data.

Other kinds of data are also influencing national and regional advertisers to move into special Negro market activity. Reports from retailers and various business groups indicate significant use patterns in certain major categories of business. Here are some generalized highlights or a few of them.

PROPRIETARY DRUGS: There are more Negro doctors in the North than in the South, and most Negroes prefer to counsel doctors of their own race. Many Negroes earn minimum wages and salaries, and still more of them live in rural areas far from a physician. These factors combine to foster self-medication among Negroes, and to encourage their purchase of advertised drug products.

WOMEN'S AND GIRLS' APPAREL: Surveys show that Negro women spend from 12% to 85% more for their apparel items than do white women in the same income classification. On the basis of available data, SPONSOR estimates that the Negro housewife spends an average of \$145 on herself and her daughters

for every \$100 spent by the white housewife. Three years ago, Negro families spent an estimated \$678 million annually on women's and girls' outerwear (\$400 million), underwear (\$95 million), footwear (\$104 million) and hats, gloves and accessories (\$73 million), estimated the U. S. Bureau of Labor Statistics and the U. of Pa.

ALCOHOLIC BEVERAGES: Almost 91% of all Negro households drink or serve some alcoholic beverage. The most popular are beer (with 87.5% of Negro homes), whiskeys (28.4%), wines (22.4%) and non-whiskey types such as gin, rum, vodka, cordials, brandy, etc. (10.2%). So reports Johnson Publishing Co. and its *Ebony Magazine*. Negroes in cities spend more on alcoholic beverages than do those in small towns or rural areas. One reason for their higher rate of expenditure and consumption: in many areas night clubs and restaurants are barred to them and they do their social drinking in private homes.

COSMETICS-TOILETRIES: The individual Negro, both man and woman, tends to spend more than a white

person on cosmetic and toiletry items. Annual expenditures are estimated at \$500 million, three times the rate in 1950. Estimates as to the percent of Negroes using different types of cosmetics are given by *Chemical Week Magazine*: bleach creams, 14%; cake make-up, 6.5%; toilet water, 45.5%; nail polish, 65.2%; deodorant, 85%; rouge, 18%; lipstick, 75%; hand lotion, 93%; face powder, 11%; shampoo, 59%; talcum, 37%; wave set, 2.3%; hair pomade, 88.6%; home permanents, 8%; toilet soaps, 99%; facial creams, 90%. *Chemical Week* also reports that Avon brand is a favorite in many product types. This may be encouraged by the door-to-door selling of this company's representatives, particularly helpful in small-town and rural areas.

FOOD PRODUCTS: The Negro family on the average spends more than the white family of the same income on food. Two major reasons for this: (1) the Negro family earns less, so a larger percentage of income is spent on feeding the family, which usually has more members than a
(Please turn to next page)

BUYING PATTERNS: FROM AD AGENCY SPECIALISTS

BUYERS and account people say fast-rising number of general product advertisers — contrasted with so-called "Negro product" clients—use Negro-appeal radio to reach vast audience of alert and interested buyers.

Some die-hard clients and agencies contend Negroes have "their own" tastes. But market and media pros say tastes are determined by social and economic patterns; new interests, income make Negro market a "must" for progressive advertisers.

Among views expressed in the text are those of these two Negro radio buying specialists.



Al Sessions, Gumbinner, N. Y.



Dorothy Glasser, KHCC&A, N. Y.

WHY BUYERS SEEK NEGRO MARKET



Peter Bardach, FC&B, New York

Peter M. Bardach is an all-media supervisor at Foote, Cone & Belding agency, New York, and a former buyer. He's long been a specialist in Negro-appeal radio, as well as other media aimed at this segment of the nation's mass market.

by **PETER M. BARDACH**

The size of this special supplement is testimony to the fact that the Negro market is big, important, and still growing. Yet, in spite of this recognition, only a handful of *national* advertisers devote any part of their advertising budgets to the specialized medium of Negro radio (or other Negro media for that matter).

This is caused by the natural tendency to think in terms of national campaigns and broad national media. Furthermore, many clients would only consider Negro radio as an *adjunct* of a local or national spot radio campaign. On the other hand, the great success of numerous "local" and regional advertisers who *do* employ Negro radio as an integral part of their marketing strategy, should in itself serve as evidence that Negro radio may be an important media force for increasing sales.

To be sure, most *mass* media do a reasonably adequate job of reaching the Negro consumer. But can we be content with just *adequate* coverage? The answer, of course, depends on the product itself—its marketing profile,

(Please turn to page 49)



Sam Vitt, DCS&S, New York

Sam B. Vitt is vice president and associate media director at Doherty, Clifford, Steers & Shenfield, New York. He is a former account executive at Biow and buyer at Benton & Bowles. He also worked at CBS.

by **SAM B. VITT**

In the July issue of *Fortune* is a list of the 500 largest U. S. industrial corporations as measured by their 1959 sales volume. The total sales from this group represented approximately 40% of the 1959 U. S. gross national product.

If you started at the bottom of this list accumulating sales totals and worked yourself up through the corporation rankings, you would have gone through the 400's, the 300's and into the 200's before your accumulated sales reached that figure which many experts are using as their current estimate of the value of the U. S. Negro market.

That figure would be approximately \$19 billion. If this does not impress you, you might consider another comparative. The current Negro market represents a purchasing power approximating the value of the total merchandise annually exported from the U. S.

Many advertisers have been and are continuing to be impressed by statistics such as these regarding the Negro market—advertisers such as

(Please turn to page 50)

white family; (2) the Negro family, in certain areas finds public restaurants and eating places closed to it so more meals are cooked and served in the home. The greater percentage of Negroes still lives in small towns and rural areas where more emphasis is placed on home cooking and where there is greater variety in the dishes served.

Most of the national business in Negro-appeal radio comes from the "general" products and the specifically Negro-appeal products. The former would include such standard "big" categories of advertiser as: cigarettes, beers, soft drinks, cosmetics, food and drug (self-medicating variety) products, gas and oil. Some of the specialized Negro market products are cosmetics and toiletries designed for use by this group only.

In the past few years, the buying trend has swung from radio schedules which were dominated by the so-called Negro item toward the general product manufacturer because of (1) the general advertiser's new awareness of this vast and growing market; (2) changing consumption patterns of many Negroes as they move to urban areas, make more money, increase their education and therefore change their life and socioeconomic patterns.

Typical of the general advertiser with national distribution who is using Negro-appeal radio to reach mass markets is Rem, made by Block Drug Co., New York. It's currently testing in two markets preliminary to an anticipated announcement sweep. The buying pattern, according to Al Sessions, long-time Negro buying pro and buyer at Gumbinner Advertising, is to use only full-time, all Negro-appeal stations with 20 to 25 announcements weekly in a 16-week period featuring live copy platforms around which Negro personalities work.

The medium is particularly effective for self-medication products, says Sessions, because Negroes are steeped in the tradition of helping and treating themselves. Despite Negro-appeal radio's success with this type of product, Sessions thinks "Every kind of product will *have* to get into the

(Please turn to page 47)

NEGRO-APPEAL PROGRAMING: AN OLD MEDIUM WITH GROWING POTENTIAL

➤ Negro-appeal radio stations throughout the country continue to prosper while the growing Negro market gains national acceptance from clients

A timebuyer at a top advertising agency handling a nationally distributed product proudly boasted before the account executive, "I never buy Negro-appeal radio." "Why not," said the account executive, "our competitor does." A rep was called, facts and figures were gathered and a campaign was launched to effectively reach the "neglected" 19 million Negroes making up hundreds of markets throughout the country. Results:

the outcome is obvious, sales went up.

The moral of the story is clear; advertisers all over the country are discovering the booming Negro market. They're beginning to learn that the American Negro cannot effectively be reached with radio in general but demands individual attention. The message must be geared directly at him or he's just not going to buy. True, the Negro is certainly using products which were never ex-

posed to the Negro market, simply because the product is a necessity. However, you can be sure, if he gets wind of a competitive product mentioned on the local Negro-appeal radio station or any other Negro directed medium, if any, there's a good chance he'll switch brands and remain loyal to the latter.

And wherever there are Negroes there are Negro-appeal stations. SPONSOR's master list carries more

Talent creates loyal audiences: and Negro-appeal radio has both

ALTHOUGH name talent has been surrendered to the television industry, leaving virtually none for radio as a whole, Negro-appeal radio continues to feature notable personalities for interviews, discussions, lectures and regularly scheduled programs on a live and syndication basis. To mention a few performers that are more actively associated with Negro-appeal radio are Alma John (upper left), interviewed by Alice Wyche, hostess of the "Home Executive" program, WERD, Atlanta; Duke Ellington (lower left), receiving "The Distinguished Artist Award" from Mrs. Thelma Kirchner, General Manager, Jaunita McCurdy and surrounded by air personalities of KGFJ, Los Angeles; Mahalia Jackson (lower right), guest of KOKY, Little Rock



Negro stations aim: News and public service



WAMO, Pittsburgh



KSAN, San Francisco



WJMO, Cleveland



See report

THE American Negro wants to know what's happening in the world on the local as well as the national level; and as illustrated in the photos, news and public service fits well into the Negro-appeal format. Negro-appeal stations all over the country, as well as those summarized on this page, are covering events similar to WAMO's on-the-spot broadcast of Jackie Robinson's address to the Freedom Jubilee Rally at Forbes Field. Guests included Rev. Martin Luther King, Mahalia Jackson, etc. Other events include KSAN's scholarship contest give-away to the best teenage disk jockey amongst high school students; WJMO's Christmas appeal for underprivileged families; an on-the-street booth set up by KOKA with known station personalities for yule time donations; WWRL covers events in the New York area with its mobile unit; Rev. Amos Carnegie (I), Dir. of the Afro-American Co-op Assoc., is the guest on WLIB's "The Editors Speak." WAOK broadcast prayer meetings from various churches; Buddy Young, ass't mgr. of WEBB, is shown receiving the "Safety Pedestrian Award"



WWRL, New York



WLIB, New York

WAOK, Atlanta



than 800 stations with some Negro appeal programming and more are being launched on a regular basis. Many stations are altering their format to prepare for the continuous Negro population growth. Sales Management figures show an over-all U.S. Negro population increase of 23 percent over the past decade. Increases in some northern states go as high as 183 percent. The tremendous shift in Negro population to the North is primarily due to open industry. There's no segregation in the aircraft plants of the Pacific, nor at the automotive industry of the midwest. Salaries are the same for black and white alike and salaries are high.

As a result of this growing market and the social acceptance of the American Negro, the stations are making money. Many of these stations are going through great expense in promoting, both on the national and local level. WOOK in Washington recently had Pulse conduct a social and economic Negro market study available to buyers on request. This type of promotion is a contribution to the industry as a whole as well as the market and finally the station. An advertising executive points out that surveys of this kind are an asset to the industry in general and, "will certainly result in some business for all." Investments of this kind mean only one thing: Negro-appeal radio stations are making money. WHAT, Philadelphia, distributed to all interested timebuyers a multi-colored album containing a sample record of all station personalities together with poop sheets on their shows, a seldom available station promotion. Further proof of Negro-appeal stations growth are the press releases received by SPONSOR on alteration or relocation which read something like this: "Above (call let-

WEBB, Baltimore



Increasing revenue spurs station promotion



WHAT, Philadelphia



WDAS, Philadelphia



WRAP, Norfolk



WJLD, Birmingham

THE prosperity of Negro-appeal radio is emphasized by costly promotion efforts made by stations throughout the country such as WHAT's station personality album distributed to radio buyers; WRAP's Homemakers Holiday; WDAS' Jubilee Contest with a response of 76,800 Carnation labels; and WJLD's talent contest, financing a singing career for the lucky winner

ters, in this case WOOK) is an architect's rendering of the new radio station building, now under construction. The new building will be one of the most modern, up-to-date radio stations in the country. General business offices and reception will be on the first floor. The second floor will house a large studio for group broadcast and five additional auxiliary studios, equipped with the best electronic equipment."

Negro-appeal stations throughout the Nation are expanding their offices and/or investing in top flight facilities although radio in general has maintained the same level for years.

Programing plays an important part of this elaborate expansion. Speaking for the majority, radio stations in recent years have had no reason to expand or invest into additional studios, or for that matter even use the additional studios they have. Their programing format is usually cut and dry. Stations on the so-called "juke box" format call for little, if any, additional equipment,

whereas Negro-appeal stations are going all out to bring "television" back into radio.

Emphasis on local market situation takes most Negro-appeal stations out of the music and news category, replacing half the music with public

service. In view of the growing Negro population, New York City stations, among others, have expanded news and public service facilities to keep up with local news and community coverage. Negro-appeal station WWRL has recently purchased a fully equipped mobile unit operating daily in and around the metropolitan area. News of interest to the Negro audience as well as community affairs are broadcast directly from the scene. Mobile units also serve as first class station promotion. People like publicity and Negroes are no exception. Direct contact with Negro listeners or relatives of listeners or even friends of listeners creates loyalty and a loyalty which will probably never be found within the majority groups.

"The ever changing concept of radio which today reflects the ever changing concept of global activity, has added new dimensions to the scope of "local" radio broadcasting," says Harry Novik, general manager of Negro-appeal radio station WLIB, New York City. "These changes have become particularly necessary to stations broadcasting to specialized markets. The reasons for the changes in programing concepts in specialized operations are many, but the most important one was the complete change in meaning over the last couple of years of the term "service to the community," a term that each broadcaster must evaluate carefully. (Please turn to page 52)

Stations help campaigns with merchandising



WUST, Washington

NEGRO-APPEAL radio stations back up their clients' schedules with strong merchandising services. KDIA sees to it that advertisers get store display in a pretty way. Kids in the Washington area play an important part in WUST's creative merchandising service

KDIA, Oakland



F. M. FITZGERALD APPOINTED CHAIRMAN OF NRA

Thirty-seven stations join the Negro Radio Association



F. M. Fitzgerald, pres. of WGIV, Charlotte, to be top man for new NRA

KAOK, Lake Charles, La.
KDIA, San Francisco, Calif.
KNOK, Fort Worth, Texas
KOKA, Shreveport, La.
KOKY, Little Rock, Ark.
KSAN, San Francisco, Cal.
KYOK, Houston, Texas
WAAA, Winston Salem, N. C.
WABQ, Cleveland, Ohio
WAMO, Pittsburgh, Penna.
WAOK, Atlanta, Ga.
WBOK, New Orleans, La.
WCIN, Cincinnati, Ohio
WDAS, Philadelphia, Penna.
WDIA, Memphis, Tenn.
WEBB, Baltimore, Md.
WENN, Birmingham, Ala.
WGIV, Charlotte, N. C.

WGOK, Mobile, Ala.
WHAT, Philadelphia, Penna.
WIBB, Macon, Ga.
WJLD, Birmingham, Ala.
WLIB, New York, N. Y.
WLOK, Memphis, Tenn.
WLOU, Louisville, Ky.
WMBM, Miami Beach, Fla.
WOIC, Columbia, S. C.
WOKJ, Jackson, Miss.
WOPA, Chicago, Ill. (Oak Park)
WPAL, Charleston, S. C.
WRMA, Montgomery, Ala.
WSRC, Durham, N. C.
WTMP, Tampa, Fla.
WVOL, Nashville, Tenn.
WXOK, Baton Rouge, La.
WYLD, New Orleans, La.
WYNN, Florence, S. C.

THE NEW NEGRO RADIO ASSOCIATION

➤ Stations, reps and agencies join forces to better promote Negro-appeal radio

The most recent and promising contribution to the rapidly growing Negro-appeal radio industry is the intelligence, time and ambition volunteered by the seven radio pioneers who constitute the board of directors for the new Negro Radio Association.

Francis M. Fitzgerald, industry leader and president of Negro radio station WGIV, Charlotte, N. C., has been appointed Chairman of the Board.

"The particular business and objective of the Association shall be to foster, study, develop and improve Negro radio programing; to study, foster and develop public service programing for the benefit of Negro groups, and to cooperate in the development of Negro talent and program product in the United States, its territories and possessions and throughout the world, and for such other related or incidental purposes as may be adopted from time to time by the Board of Directors."

The Association will operate under the above constitution and other by-laws which place emphasis on the development of programing, especially public service and whenever possible, utilize Negro talent.

Being the first and only association of its kind to promote and gain acceptance for Negro-appeal radio as a whole, the NRA will strongly uphold the right to receive and cancel membership as it sees fit. Radio stations filing application for membership must carry at least 50 percent Negro-appeal programing and must comply with the rules and regulations designed to better Negro-appeal radio on the national level.

"I am delighted by the tremendous enthusiasm and interest shown by the members of this organizing group," says Mr. Fitzgerald, referring to the charter members who gave the NRA its financial boost. "We in the Negro broadcasting industry have long needed an association of this type in order

to better promote our mutual interests; and in our charter stations, we have most of the leaders in the Negro broadcasting industry already signed up." Mr. Fitzgerald goes on to say, "I sincerely believe, based on letters, telegrams, and telephone calls, that within a short period of time our active membership list will grow to 100."

Although dues for membership do not start until 1 November 1960, 37 stations out of an expected 100 applicants have voluntarily contributed a charter fee of \$250, giving the Association initial support. In addition, these and other stations in markets with a population of 100,000 or more, may avail themselves of the many research and promotion services contemplated by the NRA with a monthly fee of seven times their highest one-minute rate. A flat monthly fee of \$25 will be paid by member stations with a population of less than
(Please turn to page 52)

WHAT



The Nation's Best-Known Negro Personalities "Live" Here!



HOT ROD
6 to 10 AM



FATMAN
1 to 4 PM



MARY DEE
10 AM to 1 PM



BILL CURTIS
4 to 9 PM



MARY MASON
9 to 10 PM



MARK HYMAN
News



LOUISE WILLIAMS
Sunday 6 to Noon



EMORY SAUNDERS
Sunday Noon to 6 PM

Metropolitan Negroes all across the nation know Mary Dee... Fatman... Bill Curtis... and the great Hot Rod! Now, working in the exciting atmosphere of WHAT's ultra-modern facilities, they're at their best. They come "alive" to Philadelphia's vast—and still growing—Negro audience (now 686,000).

WHAT's line-up of stars represents 57 years of combined broadcasting experience. They know their audience as well as their audience knows them.

They're PROS! Not neo-broadcasters selected for the sake of "keeping the overhead down."

If your product requires SPECIAL HANDLING, in-depth selling, a force that reaches beyond canned E.T.'s (and every product aimed toward Negroes does), WHAT's professional personality line-up is the ONE selling force in Philadelphia with the audience influence you need.

**Call Herb Schorr—TRinity 8-1500—
or any John Pearson office now!**



Phila. 31, Pa.

Represented Nationally by John E. Pearson Company—New York • Chicago • Atlanta • Dallas • Los Angeles • San Francisco

BEST WAY TO EMBRACE THE NEW YORK NEGRO COMMUNITY...

"LIB" it up!



If ever two thoughts were synonymous—it's the New York Negro Community and WLIB.

Metropolitan New York has the largest Negro Community in America—1,494,000. And it's growing larger every day.

WLIB has by far the largest share of that growing community in Metropolitan New York. And its lead has grown consistently year after year.

You can't think of one without the other. WLIB is first in the Negro Pulse, first in Negro Public Service, first in Negro News. And it offers more Negro programming than all other stations in New York combined.

That's why more national advertisers place more business on WLIB than on any other station programming to this vital market—they know that WLIB has proved itself far and away the most effective buy. Get the facts. You'll agree it makes sense to re-evaluate your media schedule and "LIB IT UP".



Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.

EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

NEGRO MARKETING BASICS

NON-WHITE FAMILIES, HOUSEHOLDS ARE LARGER THAN WHITE

NON-WHITE AND WHITE POPULATION BY HOUSEHOLD*

*In all instances, the non-white population numbers more persons (1) per household as well as (2) per family than the white group. The gap is particularly broad between whites and non-whites in figures concerning the under-18 years group. These are the latest available Census Bureau figures.**

	Average population per household				Average population per family		
	All ages	Under 18	18 & over		All ages	Under 18	18 & over
Total U. S.	3.35	1.21	2.14		3.66	1.40	2.26
Non-White	3.93	1.70	2.24		4.39	2.05	2.34
White	3.29	1.16	2.13		3.59	1.34	2.26

*Source: Bureau of Census, Current Population Reports, April 1960, Series P-20, No. 100

NON-WHITE, WHITE FAMILY UNIT PATTERNS ARE SIMILAR

FAMILY CHARACTERISTICS OF NON-WHITE AND WHITE*

Ninety-one percent of all American families are classified as white; 9% as non-white, with Negroes accounting for an estimated 95% of all non-white persons. This chart compares the number of families for both groups.

	TOTAL FAMILIES					PERCENT DISTRIBUTION			
	ALL FAMILIES	Husband-wife families	Other families with male head	Families with female head		All families	Husband-wife families	Other families with male head	Families with female head
All families	44,202	38,585	1,285	4,332		100.0	100.0	100.0	100.0
White	40,209	35,709	1,109	3,391		91.0	92.5	86.3	78.3
Non-white	3,993	2,876	176	941		9.0	7.5	13.7	21.7

*Source: Bureau of Census, Current Population Reports, April 1960, Series P-20, No. 100

NEGRO MARKETING BASICS

MANY NEGROES ARE MOVING TO NORTHERN CITIES

MIGRATION PATTERNS OF NEGROES IN 23 CITIES OVER 20 YEARS*

Continental Broadcasting, Negro radio representative firm, compares the percentages of non-whites in 23 major market areas in 1940, 1950 and 1959 (latest available figures) with a range from 12 to 53%.*

CITY	PERCENTAGE OF NON-WHITES IN TOTAL POPULATION		
	1940	1950	1959
WASHINGTON, D. C.	28.5%	35.4%	53.0%
JACKSON, MISS.	39.0	40.9	40.0
BIRMINGHAM, ALA.	40.7	39.9	39.7
WINSTON-SALEM, N. C.	45.1	41.9	39.6
RICHMOND, VA.	31.8	31.7	38.3
MONTGOMERY, ALA.	44.2	39.9	37.0
GARY, IND.	18.3	29.4	36.1
MEMPHIS, TENN.	41.5	37.2	35.9
NEWARK, N. J.	10.8	17.2	34.7
NEW ORLEANS, LA.	30.3	32.0	34.1
COLUMBIA, S. C.	35.6	35.9	33.0
ATLANTA, GA.	34.6	36.6	31.9
BALTIMORE, MD.	19.4	23.8	30.4
ST. LOUIS, MO.	13.4	18.0	28.6
CHARLOTTE, N. C.	31.1	28.0	26.4
HOUSTON, TEX.	22.5	21.1	21.0
TAMPA, FLA.	21.5	22.0	20.4
CHICAGO, ILL.	8.3	14.1	20.0
PHILADELPHIA, PA.	13.1	18.3	19.3
DAYTON, OHIO	9.6	14.1	19.2
PITTSBURGH, PA.	13.1	12.3	16.4
LOS ANGELES, CALIF.	6.5	10.7	13.9
NEW YORK, N. Y.	6.4	9.8	12.6

Source: 1940 and 1950, U. S. Census Bureau. Latest (1959) figures from Census Bureau for Memphis, Gary, Los Angeles and New York; for others, state or local sources.

Keystone

NEGRO NETWORK

REACHES

52%

**OF THE TOTAL
U. S. NEGRO POPULATION**

Chicago
111 W. Washington
State 2-8900

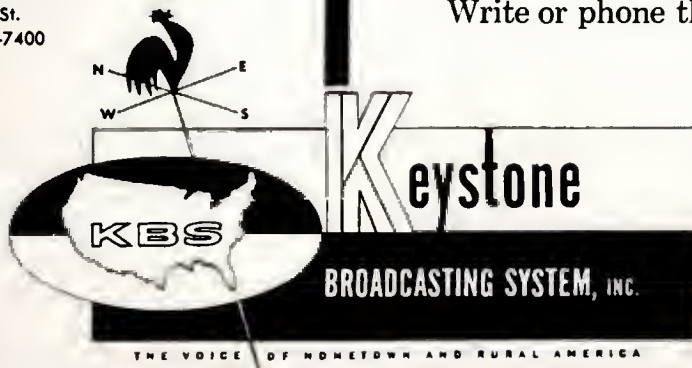
New York
527 Madison Ave.
Eldorado 5-3720

Detroit
Penobscot Building
WOadward 2-4505

Los Angeles
3142 Wilshire Blvd.
Dunkirk 3-2910

San Francisco
57 Post St.
Sutter 1-7400

You can *reach* this great American market totalling 17½ million people and you can *cover* this entire market or any part of it using Keystone Broadcasting System's special radio network. KBS will build you a network tailored specifically to your marketing needs. In the South for example, Keystone's coverage of the Negro market is a whopping 85% of all the Negro population. We'll be happy to send you our station list and a representative will gladly call and discuss your problem and your product aimed at this very profitable segment of the American market. Write or phone the following offices:



NEGRO MARKETING BASICS

NEGROES ARE MOVING TO URBAN FROM SMALL-TOWN AREAS

NEGRO POPULATION IN 47 U. S. CITIES

Continental Broadcasting, Negro radio station representative firm, analyzes 1958 Negro population and 1959 total population for the 47 cities with the largest Negro population and then determines the percent of Negroes to the total population. These are major marketing targets for the national advertiser.

Market	Negroes, 1958	Total population, 1959	% Negroes
NEW YORK/NEW JERSEY	1,493,765	10,349,800	14.4
CHICAGO	1,165,848	6,050,900	20.0
PHILADELPHIA	750,000	4,241,200	19.3
LOS ANGELES	685,025	6,450,300	13.9
DETROIT	655,000	3,813,700	16.7
WASHINGTON, D. C.	635,500	2,046,400	53.0
BALTIMORE	485,000	1,681,800	30.4
ST. LOUIS	395,000	2,054,400	28.6
SAN FRANCISCO	360,000	2,797,200	13.4
BIRMINGHAM	265,000	648,900	40.0
NORFOLK	264,000	727,700	36.0
HOUSTON	245,000	1,220,000	21.0
NEW ORLEANS	225,000	868,100	34.1
CLEVELAND	223,000	1,258,100	12.4
ATLANTA	212,000	926,800	31.9
MEMPHIS	207,000	571,000	35.9
PITTSBURGH	147,800	2,410,000	16.4
CINCINNATI	135,000	1,071,600	12.5
DAYTON	131,174	683,200	19.3
KANSAS CITY	128,400	1,039,200	12.3
JACKSONVILLE	126,000	441,200	28.9
MIAMI	120,000	1,160,100	10.3
SHREVEPORT	111,000	262,500	42.3
RICHMOND, VA.	104,500	398,800	38.3
DURHAM/RALEIGH	102,000	279,500	32.7
MOBILE	101,000	280,000	36.1
LOUISVILLE	98,000	700,200	14.0
GREENSBORO/HIGH POINT	98,000	261,900	37.4
WINSTON-SALEM	98,000	189,700	39.6
CHARLESTON, S. C.	95,000	210,700	45.2
AUGUSTA	88,500	245,000	36.4
INDIANAPOLIS	88,100	659,600	13.2
TAMPA/ST. PETERSBURG	87,000	657,800	20.4
NASHVILLE	83,600	377,200	22.1
MONTGOMERY	81,000	167,500	37.0
BATON ROUGE	78,000	236,100	33.1
JACKSON, MISS.	76,000	171,900	40.0
SAVANNAH	74,000	176,500	41.8
BOSTON	71,000	3,041,500	2.3
LITTLE ROCK	68,000	260,000	26.1
BUFFALO	67,500	1,338,700	5.0
COLUMBUS, OHIO	66,000	660,100	10.0
CHARLOTTE, N. C.	64,000	275,000	26.1
COLUMBIA, S. C.	64,000	236,500	33.0
YOUNGSTOWN, OHIO	60,000	607,700	9.0
MACON	59,000	172,000	34.3
COLUMBUS, GA.	58,000	247,800	23.3

NEGRO MARKETING BASICS

NON-WHITE POPULATION IS GROWING FASTER FOR ALL AGES

NON-WHITE AND WHITE POPULATION CHANGES

This pattern of non-white and white population changes covers a nine-year period from 1950 to July, 1959, and includes members of the Armed Forces abroad. It shows bigger gains for non-white than white in all age groups, with an over-all rise of 25.5% to an estimated 19.8 million non-white persons.*

	NON-WHITE			WHITE		
	Population (000) 8/1/59	Population (000) 4/1/50	Percent change 1950 to 1959	Population (000) 8/1/59	Population (000) 4/1/50	Percent change 1950 to 1959
All ages	19,813	15,789	+25.5%	157,290	135,343	+16.2%
Under 18 years	8,517	5,788	+47.2	54,656	40,965	+33.4
18-24	1,989	1,828	+ 8.8	13,883	14,253	- 2.6
25-44	4,976	4,692	+ 6.0	41,850	40,692	+ 2.8
45-64	3,281	2,660	+23.4	32,572	28,060	+16.1
65 and over	1,050	821	+27.9	14,330	11,374	+26.0

*Source: Bureau of Census, Current Population Reports, January 1960, Series P-25, No. 212

SCHOOL REGISTRATION FOR NON-WHITES IS RISING

SCHOOL REGISTRATION FOR NON-WHITES

*More than 5.5 million non-white persons were registered in schools as of October, 1959. The chart includes those from 5 to 34 years of age. Where no figure is shown, the base was less than 150,000 persons.**

BOTH SEXES (add 000)	AGE							TOTAL 5-34
	5-6 years	7-13	14-17	18-19	20-34	(20-24)	(25-34)	
Total enrolled	820	3,227	1,115	189	162	(110)	(52)	5,513
Elementary school or kindergarten	820	3,180	257		4		(4)	4,261
High school		47	841	115	27	(16)	(11)	1,030
College			17	74	131	(94)	(37)	222
MALE (add 000)								
Total enrolled	422	1,620	560	94	102	(67)	(35)	2,798
Elementary school or kindergarten	422	1,598	156					2,176
High school		22	400	63	17	(9)	(8)	502
College			4	31	85	(58)	(27)	120
FEMALE (add 000)								
Total enrolled	398	1,607	555	95	60	(43)	(11)	2,715
Elementary school or kindergarten	398	1,582	101		4		(4)	2,085
High school		25	441	52	10	(7)	(3)	528
College			13	43	46	(36)	(10)	102

*Source: Bureau of Census, Current Population Reports, May 1960, Series P-20, No. 101

NEGRO MARKETING BASICS

NON-WHITE EDUCATIONAL LEVELS ARE RISING RAPIDLY

EDUCATIONAL STATUS OF NON-WHITES

*Latest available data on level of school completed by persons 25 to 29 years old from 1940 to 1959.**

Age and Date	PERCENT BY LEVEL OF SCHOOL COMPLETED			
	Less than 5 years elementary school	4 years or more of high school	4 years or more of college	Median school years completed
25 years and over				
1959 (March)	23.5%	20.0%	3.2%	8.1
1950 (April)	31.5	13.2	2.2	6.8
1940 (April)	41.1	7.5	1.8	5.8
25 to 29 years				
1959 (March)	7.8	39.1	4.6	10.9
1950 (April)	15.6	22.9	2.8	8.7
1940 (April)	26.7	12.1	1.3	7.1

*Source: Bureau of Census, Current Population Reports, February 1960, Series P20, No. 99

NON-WHITE ILLITERACY RATES ARE DECREASING FOR ALL AGES

ILLITERACY RATE AMONG NON-WHITES

*Relating to persons 14 years and over for the civilian, non-institutional population as of March, 1959. (All persons completing six years or more of school are considered literate, and these data were obtained only on persons completing less than six years.) Illiteracy is highest among older persons.**

	Total Population	BOTH SEXES	
		Number	Percent
Total, 14 years and over	12,210,000	910,000	7.5
14 to 24 years	3,121,000	38,000	1.2
25 to 34 years	2,534,000	106,000	4.2
35 to 44 years	2,317,000	141,000	6.1
45 to 54 years	1,941,000	198,000	10.2
55 to 64 years	1,266,000	164,000	13.0
65 years and over	1,031,000	263,000	25.5
Urban	8,357,000	414,000	5.0
Rural nonfarm	1,963,000	225,000	11.5
Rural farm	1,890,000	271,000	14.3
Northeast	1,910,000	31,000	1.6
North Central	2,246,000	75,000	3.3
South	6,900,000	760,000	11.0
West	1,154,000	44,000	3.8

*Source: Bureau of Census, Current Population Reports, February 1960, Series P20, No. 99

YOU MISS 1,413,000 POTENTIAL BUYERS WITHOUT ROUNSAVILLE RADIO

YOU HAVE TO AIM RIGHT or you miss the buying power of more than 1,413,000 Negroes who live in the Rounsaville Radio coverage area . . . consumers with \$824,000,000 to spend—*AFTER* taxes! This enormous consumer potential can influence the national sales picture of *any* product. And **NEGRO RADIO**, and **ONLY** Negro Radio, can reach them. It's a fact: Over 95% of all Negroes listen to radio! Negroes have faith in and buy the products they hear about on their radio—**NEGRO RADIO**. Any budget you make for these six important markets . . . any media you use . . . a proper part of your advertising dollar *must* go to Negro Radio, or you miss this market! Get the facts on Rounsaville Radio—all six stations are Number-One Rated by *BOTH* Pulse and Hooper. Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast.

Personal Letter



Everyone in the world appreciates recognition. Certainly the people to whom we program, the American Negro, is no exception to this rule. That is why we, at Rounsaville Radio, program exclusively for the Negro with Negro talent. Our continued success at Rounsaville Radio is based on this knowledge and how we use it. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and the largest broadcasters in our chosen field.

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U.S. NEGRO-PROGRAMMED CHAIN • FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

**BUY ONE OR ALL—
GROUP DISCOUNTS WITH TWO OR MORE!**



ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

NEGRO MARKETING BASICS

NON-WHITE INCOME IS RISING AT ALL LEVELS

MEDIAN INCOME OF INDIVIDUALS

*For those 14 years of age and over for urban and rural U. S., 1958**

Residence	Total	MALE		Total	FEMALE	
		White	Nonwhite		White	Nonwhite
UNITED STATES						
Number of persons.....(000)	58,378	52,625	5,753	62,995	56,551	6,444
Number of persons with income.....(000)	53,543	48,423	5,120	33,340	29,205	4,135
Median income for persons with income..	\$3,742	\$3,976	\$1,981	\$1,176	\$1,279	\$750
URBAN						
Number of persons.....(000)	35,480	31,652	3,828	40,117	35,595	4,522
Number of persons with income.....(000)	32,715	29,288	3,427	22,463	19,542	2,921
Median income for persons with income..	\$4,099	\$4,285	\$2,710	\$1,423	\$1,518	\$969
RURAL NONFARM						
Number of persons.....(000)	15,303	14,361	940	15,910	14,892	1,018
Number of persons with income.....(000)	14,126	13,288	838	7,916	7,238	678
Median income for persons with income..	\$3,922	\$4,084	\$1,612	\$932	\$985	\$463
RURAL FARM						
Number of persons.....(000)	7,595	6,610	985	6,968	6,064	904
Number of persons with income.....(000)	6,702	5,847	855	2,961	2,425	536
Median income for persons with income..	\$1,699	\$1,980	\$552	\$476	\$613	\$299

*Source: U. S. Bureau of Census, Series P. 60, No. 33.

MEDIAN INCOME OF FAMILIES

*Also covers figures for unrelated individuals for urban and rural U. S., 1958**

(Median not shown where base is less than 200,000)

Residence	Total	FAMILIES		UNRELATED INDIVIDUALS		
		White	Nonwhite	Total	White	Nonwhite
UNITED STATES						
Number(000)	44,202	40,209	3,993	10,751	9,124	1,627
Median income	\$5,087	\$5,300	\$2,711	\$1,486	\$1,592	\$1,080
URBAN						
Number(000)	27,192	24,385	2,807	8,338	6,983	1,355
Median income	\$5,469	\$5,679	\$3,392	\$1,734	\$1,860	\$1,250
RURAL NONFARM						
Number(000)	12,006	11,361	645	1,797	1,609	186
Median income	\$5,048	\$5,211	\$2,361	\$1,116	\$1,189
RURAL FARM						
Number(000)	5,004	4,463	541	616	532	84
Median income	\$2,747	\$3,025	\$1,123	\$835	\$919

* U. S. Bureau of Census, Series P. 60, No. 33.

A MUST

for your Negro radio station!

NATIONWIDE NETWORK INC.

the only organization of its kind in the world
for over 20 years producing exclusively
for the Negro market

"ALL AMERICAN NEWS"

*The only daily international Negro Radio News Service!
Vital! Exciting!*

Tape transcriptions reaching the biggest audiences in the Negro Market.

"NEGRO SPORTS HISTORY"

*This weekly show presents a strange and unusual human interest story
about Negro athletes who have made sports history.*

"NEGRO UNIVERSITY CHOIRS"

This thirty minute show introduces the finest Negro talent in American music.

These subjects are produced, edited and released by the same organization which is now producing the
"At Home With Alma John" show weekly in 30 radio markets in 14 states.

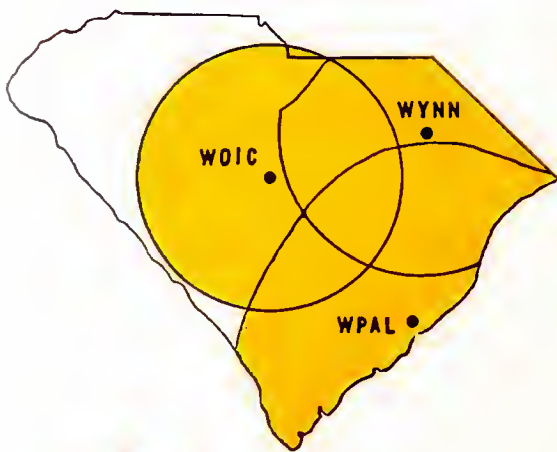
These transcribed radio programs are available to radio stations, spot advertisers, station
representatives, national or local sponsors.

Price Quotations on Request

Phone, Wire or Write for "Pilot" Tape

Send Your Request to:

**NATIONWIDE NETWORK, INC. . 1733 Broadway, New York 19, N. Y.
JUdson 6-7782**



Speidel pinpoints an audience representing more than half of South Carolina's total population, over 1,000,000 Negroes. In terms of dollars, the Negro is a vital part of this market—he is earning more, spending more than ever before.

WOIC, WPAL and WYNN all program exclusively for their special audience; design their programs to their audience's taste. As a result, they have tremendous audience loyalty. Speidel stations can truthfully say, "Our listener buys what we advertise." Merchandising penetrates deeper because Speidel stations stay close to their markets and retailers.

To sell in South Carolina, investigate Speidel. Let our representatives show you why it costs less to advertise in this growing Negro market. Buy all three stations and get a 7½% discount . . . any two—save 5%. Bob Dore, National Reps, or Dora-Clayton in the Southeast will gladly supply success stories and full information.



concentrated coverage where it counts

000,000 NEGROES

listen to the *Golden Horn*

HERE'S WHY:



Rev. Bowman
WOIC



"Duke of Wax"
WOIC



Rev. O. E. Jackson
WYNN



"Jim Dandy"
WYNN



"Johnny Raven"
WYNN



Charles Derrick
WOIC



Bob Nichols
WPAL



Flo Myers
WPAL



Rev. Lampkin
WPAL

South Carolina
only the
Speidel Stations
specialize
in a *specialized* market

WOIC

WPAL

WYNN

1470 KC COLUMBIA, S. C.

1000 W 730 KC CHARLESTON, S. C.

250 W 540 KC FLORENCE, S. C.

NEGRO MARKETING BASICS

EMPLOYMENT STATUS OF NON-WHITES

FOR PERSONS 14 YEARS AND OVER IN 1958*

The annual average for the number of non-white persons in the labor force is almost seven and one-half million people. The majority of these non-whites do not work in agriculture.

	Annual Average Number	EMPLOYED		UNEMPLOYED		NOT IN LABOR FORCE
		Agricultural	Non-agricultural	Number	Percent of civilian labor force	
BOTH SEXES	7,453,000	877,000	5,639,000	938,000	12.6%	4,531,000
MALE	4,511,000	624,000	3,267,000	619,000	13.7	1,100,000
FEMALE	2,943,000	252,000	2,371,000	318,000	10.8	3,431,000

*Latest available figures from Bureau of Census, Annual Report on the Labor Force, June, 1959, series P-50, No. 89

PERCENT OF NON-WHITES IN LABOR FORCE

BY AGE, WITH ANNUAL AVERAGES FOR 1958, 1957 AND 1950*

The number of young persons working is declining, indicating a longer attendance in schools. Otherwise, the non-white labor force remains fairly steady, with approximately 80% of the men and 40% of the women employed. This three-year comparison indicates major trends.

Age	1958		1957		1950	
	Male	Female	Male	Female	Male	Female
TOTAL	80.4%	46.2%	80.8%	45.5%	83.3%	45.7%
14 to 19 years	44.0	24.8	46.1	25.8	56.1	30.9
20-24	38.7	48.3	89.6	46.7	91.4	46.9
25-34	96.3	50.8	96.1	50.5	92.6	51.6
35-44	96.4	60.8	96.5	58.8	96.2	55.7
45-54	93.9	59.8	93.5	56.9	95.1	54.3
55-64	83.3	42.8	82.2	44.3	81.9	40.9
65 and over	34.5	13.3	35.9	13.3	45.5	16.5

Series P-50, No. 89, June, 1959

JOIN
these
outstanding
stations

... in selling national advertisers at executive and management levels the exciting story of Negro Market Radio and the ever-increasing role it will play in their sales picture; getting advertisers to create budgets specifically earmarked for Negro Market Radio.

... in furnishing advertisers and agencies certified statistical research to back up our valid claims of the daily influence Negro-appeal radio has on 18,500,000 American Negroes.

... in studying, fostering, developing, and improving Negro radio programming with particular emphasis on public service for the benefit of the Negro race; and cooperating with one another in the development of Negro talent and program product.

CHARTER STATIONS

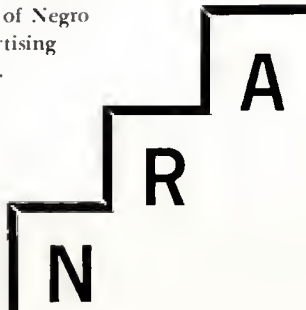
NEGRO RADIO ASSOCIATION (Sept. 15, 1960)

KAOK, Lake Charles, La.	WHAT, Philadelphia, Pa.
KDIA, San Francisco, Calif.	WIBB, Macon, Ga.
KNOK, Fort Worth, Texas	WJLD, Birmingham, Ala.
KOKA, Shreveport, La.	WLJB, New York City
KOKY, Little Rock, Ark.	WLOK, Memphis, Tenn.
KSAN, San Francisco, Calif.	WLOU, Louisville, Ky.
KYOK, Houston, Texas	WMBM, Miami, Florida
WAAA, Winston-Salem, N. C.	WOIC, Columbia, S. C.
WABQ, Cleveland, Ohio	WOKJ, Jackson, Miss.
WAMO, Pittsburgh, Pa.	WOPA, Chicago, Ill.
WAOK, Atlanta, Ga.	WPAL, Charleston, S. C.
WBOK, New Orleans, La.	WRMA, Montgomery, Ala.
WCIN, Cincinnati, Ohio	WSRC, Durham, N. C.
WDAS, Philadelphia, Pa.	WTMP, Tampa, Florida
WDIA, Memphis, Tenn.	WVOL, Nashville, Tenn.
WEBB, Baltimore, Md.	WXOK, Baton Rouge, La.
WENN, Birmingham, Ala.	WYLD, New Orleans, La.
WGIV, Charlotte, N. C.	WYNN, Florence, S. C.
WGOK, Mobile, Ala.	

Charter memberships available until November 1, 1960. Stations are urged to apply for membership now. Full information may be had by writing Negro Radio Association, P. O. Box 10063, Charlotte 1, N. C.

Associate memberships available to National Representatives of Negro Radio, to National Advertising Agencies, and Advertisers.

NEGRO RADIO ASSOCIATION



NEGRO RADIO BASICS

Facts and trends concerning Negro-appeal stations

STATIONS WITH MERCHANDISING SERVICES

	Yes	No	No Answer
No. of stations	132	30	9

NEGRO PROGRAM HOURS 1960 VS 1959

	Same	Increase	Decrease	No Answer
No. of stations	120	50	1	0

VOLUME OF NEGRO BUSINESS 1960 VS 1959

	Up	Down	Same	No Answer
No. of stations	132	8	22	9

Note: Total Responses 171

USE OF FACT SHEETS VS E.T.'S

% SPONSORS USING FACT SHEETS	0	25% or less	26- 50%	51- 75%	76- 100%	No. Answer
No. of stations reporting	15	44	42	19	32	19

NUMBER OF YEARS OF NEGRO PROGRAMING

No. of years	1-2 Yrs.	3-5 Yrs.	6-10 Yrs.	11-19 Yrs.	20 & over	N/A
No. of stations	16	29	59	59	7	1

STATION SHARE DEVOTED TO NEGRO APPEAL PROGRAMING

% hrs. on air of Negro-appeal shows	10- 25%	25- 49%	50- 74%	75- 99%	100%	No An- swer
	71	34	8	5	37	16

Note: Total Responses 171

The charts above were made up from answers to questionnaires sent to more than 800 Negro-appeal stations for SPONSOR's 1960 Negro radio issue. About 200 sent answers. The chart concerning "Fact sheets over e.t.'s" shows the number of stations which reported percent of their Negro-directed advertisers who sent in fact sheets instead of recorded announcements. For example, 44 stations reported that 25% or less of their Negro-directed advertisers use fact sheets. With the exception of this chart, the raw material for the figures here can be found in Negro station profiles in this issue.

Small towns in south are well covered by Negro-appeal radio

KEYSTONE COVERAGE OF THE NEGRO POPULATION IN 13 SELECTED STATES

State	Total Negro population ¹ (000)	Negro population as a % of total population in state ²	Total Negro population covered by KBS ³ (000)	% of total Negro population covered by KBS
Alabama	909.9	28.6%	846.2	93.0%
Arkansas	421.8	24.0	406.2	96.3
Florida	881.2	19.8	874.2	99.2
Georgia	1,058.6	27.6	976.0	92.2
Kentucky	228.2	7.5	133.7	58.6
Louisiana	950.9	30.4	672.3	70.7
Maryland	518.9	17.0	406.3	78.3
Mississippi	848.8	39.7	782.6	92.2
North Carolina	1,043.1	23.0	981.6	94.1
South Carolina	800.6	33.7	743.8	92.9
Tennessee	578.0	16.7	558.9	96.7
Texas	1,239.9	13.0	1,143.2	92.2
Virginia	816.3	28.3	562.4	68.9
Total	10,296.2	23.8	9,087.4	88.3

Sources: ¹ The percent of Negro population by county and state as defined in the 1950 Census was applied to the "Sales Management" 3/4/60 population estimates to arrive at the figure for total Negro. ² 1950 Census. ³ KBS coverage based upon Nielsen Coverage Service #2 and half-millivolt data.

AHEAD WHERE THE BEST BELONGS

SELL 100,000 NEGROES

**TEXAS' ... 5th LARGEST MARKET
NATION'S ... 77th LARGEST MARKET**



2295 CALDER AVE. TERMINAL 2-0201 P.O. BOX 2673 Beaumont, Texas

SELL 60,000 NEGROES

**TENNESSEE'S ... 4th LARGEST MARKET
NATION'S ... 86th LARGEST MARKET**



835 McCALLIE AVE. AMHERST 6-4145 P.O. BOX 166 ChattaNOOga, Tennessee

**BOTH STATIONS FIRST BY FAR IN THE NEGRO MARKET
SECOND BY FAR IN THE TOTAL MARKET**

BOTH STATIONS 100% NEGRO PROGRAMING

**DORA-CLAYTON AGENCY
502 MORTGAGE GUARANTEE BLDG.
ATLANTA, GEORGIA**

**REPRESENTED BY:
BERNARD HOWARD CO.
20 E. 46TH STREET
NEW YORK, N. Y.**

**A DOLLAR SPENT WITH EITHER STATION IS AN INVESTMENT IN THE
FUTURE OF YOUR BUSINESS**

NEGRO STATION PROFILES

State and City	Call Letters	Rep Regional Network	Power	Freq. (kc)	Net. Ind. (a)	Group-owned	Yrs. on Air (b)	Hrs. Per Wk. on Program (c)	% Hours Negro Program (d)	Change in Negro Program Hrs. (e)	Negro Program Breakdown (in %)					Other	% Negro Adv. (f)	Merch. (g)	Negro Pop. (000) (h)	Avg. Negro Family Income (i)	Rural and Farm Income (j)	
											D. J.	Other Music	Religious	News	Homemaker							Public Service
ALABAMA																						
Auburn	WAUD		250w	1230	N		13	13	125	25	5	80	5	5	5	5		30	Y	73	\$2,000	40
Birmingham	WEEN	John E. Pearson & Co.	Skw	1320	I	McLendon Ebony Gp.	10	10	93 1/2 D	100	5	49	35	5	1	10		100	Y	335	3,500	
	WJLD	Forjee	250w	1400	I	Johnston Bdcstg.	18	16	132	100	5	46	8	39	3	2	2	100	Y	259	900	50
Butler	WPRN	Keystone	1kw	1220	I		1	1	D	45	1	25	3	5	2	5	5	50	Y	25	3,000	55
Eufaula	WULA	KBS	250w	1240	N	C. A. McClure stations	12	12	138	25	1	50	25	10	15		25	N	120			
Evergreen	WBLO		1kw	1460	I		3 1/2	3 1/2	D	65	1	75	20			5		5	Y	25	2,800	90
Flomaton	WTCB	Hil F. Best	500w	990	I		5	5	D	10	1	80	20									
Florence	WJOI	KBS	250w	1340	N		14	14	30	30	1	70	30					20	Y	20	5,000	25
Gadsden	WETO	Mac M. Thomas, KBS	1kw	930	I	Gadsden Radio Co.	10	5	90 D	10	5	60	40					115	N	11	3,000	15
Huntsville	WEP	Regional (The Bernard Ochs Co.), National (Bob Dore & Assoc.)	5kw	1600	I		2	2	101 1/2 D	100	5	25	52	5	14	4						78
Mobile	WGOK	Bernard Howard Co., Inc.	1kw	900	I	O. K. Group	2	2	84 D	100	5	46	42	4		8		100	Y	183	3,975	10
	WMOZ	Dore-Clayton (South)	1kw	960	I		9	9	98 D	100	5	75	10	5	5	5	5	70	Y	248	1,800	60
Montgomery	WRMA	Everett-McKinney, Inc.	1kw	950	I	Radio 5th. WAOK-Atlanta, Ga.	B	B	98 D	100	5	60	30		8	2		100	Y	225	1,800	50
Selma	WGWC	Hal Holman, N.Y. James S. Ayres, Atlanta	250w	1340	N		14	14	204	50	5							50	Y	100	2,500	70
Tuscaloosa	WTUG	National-National Times Sales, Southeast-Bernard I. Ochs Co.	500w	790	I	Skyline Radio Net-work	3	3	96 D	100	5	24	5	23	8	7	33	100	Y	140		
Tuscumbia	WVNA	Jack Masla, Inc., Dora Clayton (regional)	5kw	1590	I		6	6	D	12	1	50	17	17		16		5	Y	94		32
ARKANSAS																						
Arkadelphia	KVRC	Hil F. Best Co.	250w	1240	I		14	14	118	25	5	60	15	10		10	5	5	Y	40		
Helena	KPFA	Hil F. Best-KBS	1kw	1360	N		19	19	115	35	1	84	10		2	2	25	Y	94	900	30	
Hope	KXAR	KBS	250w	1490	I		13	7	87 1/2 D	10	5	80	20				30		7	1,600	45	
Hot Springs	KBLO	Masla; Southern Key Net.	1kw	1470	I		7	5	70 D	10	1	60	10	20		2	10	Y	45	2,100	70	
Little Rock	KOKY	John E. Pearson	5kw	1440	I	McLendon Ebony Group	4	4	90 D	100	5	50	30	7	1	12		100	Y	200	3,880	
Monticello	KIHM	Razorback Sports Net.; Southeastern Key Net; KBS	1kw	1430	I		5 1/2	5	12 D	33 1/3	5	35	2	20	10	5	25	3	Y	48		
CALIFORNIA																						
Los Angeles	KGFJ	Bernard Howard & Co., Inc., N. Y., Chic., Atlanta; Torbet, Allen & Crane, Inc., San Francisco	250w	1230	I		34	14	164	100	5	57	8	12	6.5	13	3.5	90	Y	650	6,000	0
Oakland	KDIA	Bernard Howard, Tracy Moore & Assoc. (L.A.)	1kw	1310	I	Sonderling Stations	37	25	158	88	1	73	22	3		2		80	Y	285	4,000	
San Francisco	KSAN	Bob Dore	250w	1450	I		38	18	147 D	100	5	55	30	5		10		100	Y	342	4,000	
DELAWARE																						
Wilmington	WILM	Bolling	1kw	1450	N		37	10	140	12 1/2	5	100						15	Y	36	4,000	0

Washington WOOK United Bdstg. 250w 1340 I United Bdstg. 14 14 168 100 S 60 ... 10 15 5 10 ... 100 Y 600 4,500
 WUST John E. Pearson & Co. 250w 1120 I 13 9 98 D 100 S 65 ... 22 7 2 2 4 100 Y 544 5,000

FLORIDA

Chipley WBCC 250w 1240 I	4	3	118	30	S	30	30	35	15	N	30	2,608	10
Daytona Beach WRDQ John E. Pearson Co., White Sox Baseball Network 250w 1340 N	13	13	125	10	I	88.5	11.5		5.2	N	28		
Fort Lauderdale WFTL 250w 1400 I	14	10	132	10	S	100			7	Y	66		
Jacksonville WOBS 5kw 1360 I	12	12	98 D	100	S	66	34	*	100	Y	220	3,150	12
WRHC Hal Walton Assoc. (nat.) 250w 1400 N	10	10	132	45	S	60		20	10	5	150	4,200	5
Bernard I. Ochs (reg.)													

(a) (N)etwork, (I)ndependent, (b) No. of yrs. station has presented Negro-appeal programming (c) D: daytime only (d) % weekly hrs. devoted to Negro appeal programming (e) Indicates whether hrs. of Negro programming has (I) increased, (D) decreased or remained (S)ame since last year, (f) % of total business from Negro-appeal advertisers, (g) (Y)es: stations provide merchandising support to clients at no extra charge; (N)O: don't provide such support, (h) Station estimate of Negro population in market, in thousands, (i) Station estimate of average annual family Negro income in market, (j) % of Negroes in market living on farms, and/or rural areas, as estimated by station, *Station did not supply breakdown but programs in categories so marked



THE TOP RATED
 STATION IN
 THE NATION'S
 3rd LARGEST
 NEGRO MARKET
 OF MORE THAN
 6 5 0 , 0 0 0
 SPENDING ANNUALLY—
 \$700 MILLION



REPRESENTED
 BY

BROADCASTING 24 HOURS A DAY
 BRINGS YOU 30 to 52% SHARE
 OF THIS VITAL NEGRO AUDIENCE
 (LOS ANGELES NEGRO MARKET PULSE MARCH, 1960)
 THE ORIGINAL 24 HOUR STATION
 IS SOUTHERN CALIFORNIA'S ONLY
 ALL NEGRO APPEAL STATION!

BERNARD HOWARD & CO., New York, Chicago, Atlanta
 TORBET, ALLEN & CRANE, San Francisco

COMMUNITY ACTIVITIES BUILD KGfJ IN SO. CALIFORNIA NEGRO MARKET

LOS ANGELES, CAL., Pearl Robinson, receives the KGfJ Trophy as winner of the 1960 "Miss Bronze California" title from Mrs. Thelma Kirchner, General Manager of KGfJ, one of the many local Community activities of the station.



ACCESS REPEATS ITSELF!

In the Baltimore
Negro market of
380,000 . . .

W-E-B-B

is

1ST

AGAIN!

In every Pulse segment . . .
thruout the broadcast day . . .

W-E-B-B is NUMBER 1

Source:
Negro Pulse, May 1960

W-E-B-B

100% Negro programming
5,000 watts • 1360 kc

Baltimore 16, Md.

Represented by
Bernard Howard & Co., Inc.
20 E. 46th St., New York 17
OXford 7-3750

State and City	Call Letters	Rep Regional Network	Power	Freq. (kc)	Net. or Ind. (a)	Group-owned	Yrs. on Air	Yrs. of Negro Program. (b)	Hrs. Per Wk. on Air (c)	% Hours Negro Program. (d)	Change In Negro Program. Hrs. (e)	Negro Program Breakdown (in %)					Other Adv. (f)	Merch. (g)	Negro Pop. (000) (h)	Avg. Negro Family Income (i)	Rural and Farm (j)			
												Other Music	Religious	News	Homemaker	Public Service								
Live Oak	WNER	K85	1kw	1250	I		12	12	84	D	10	D	50	40	10		30	Y	22		75			
Madison	WMAF		250w	1230	N		4	4	88½	15	I	82	17			1	15	Y	12	2,080	50			
Miami	WPEC	Bernard Howard, nat'l; Bernard Ochs, south	250w	1220	I		12	7	D	100	5	75	24	1			100	Y	250	2,850	10			
	WMBM	John E. Pearson Co.	5kw	790	I	Rounsaville	13	8		100	S						100	Y	311		20			
Milton	WBY		5kw	1330	N		6	6	D	45	S	75	25				2	N	20	2,600	20			
Orlando	WOKB	Dora Clayton	1kw	1600	I		2	2	84	D	100	S					100	Y	80	20	20			
Pahokee	WRIM	Southeastern Key Market Net, Economy Network	500w	1250	I		3	1	D	30	I	100					15	Y	50	3,380	20			
Pensacola	WBOP	N.Y. & Chic-Natl Times Sales; L.A. & San Fran.; Harlan G. Oaks & Assoc.; Southeast-Bernard I. Ochs	1kw	980	I	Tri-Cities 8dcstrg Co., Inc.	4	2½	96	D	100	S	40	2	25	9	3	20	1	100	Y	85	5,200	15
Quincy	WCNH	Hil F. Best Southeastern Key, K85	250w	1230	N		12	12	120	12.5	I	50	45	5			30	Y	30	1,500	60			
Sanford	WTRR		250w	1400	I		13	13	111	11	5	84	16				5	N	29					
Tampa	WTNP	John E. Pearson Co.	5kw	1150	I	Rounsaville	6		D	100	5						100	Y	157	1,778				
GEORGIA																								
Albany	WJAZ	John Pearson Co.	5kw	960	I		8	8	36	D	30	S	50	30	10		10		Y	120	2,000	30		
Atlanta	WAOK	Daren F. McGavren Co.	5kw	1380	I	WAOK 8dcstrg Co.	6½	6½	168	100	5	44	26	7	17	1	5	100	Y	275	12			
	WERD	Bob Dore Assoc., Dora-Clayton Agency	1kw	860	I		12	11	85½	D	100	5	62	26	7	2	3	60	Y	360	5,200	15		
Augusta	WAUG	Nat-Grant Webb & Co.; Reg-Clarke Brown	1kw	1050	I		8	8	98	D	65	I	60	25	5		10		Y	285	1,200	20		
Bainbridge	WMGR	Grant Webb-N. Y. Harry Cannon-Atlanta, Georgia Cracker	5kw	930	I	John A. Dowdy	14	14	126	33⅓	I	50	10	5	5	20	5	5	Y	30	2,000	60		
Baxley	WLAB		5kw	1260	I		6	6	91	D	20	I	50	15	5	10	10		Y			3		
Cairo	WCRA	Continental, K85	1kw	790	I	Stevens Industries	10	10	90	D	15	I	40	3	30	2	5	10	10	Y	1,900	75		

Columbus	WCLS	Bernard Howard-nat'l Dora-Clayton-south;	1kw	1580	1	6	6	84	D	100	5	50	30	8	2	10	100	Y	60	5	
	WOKS	Bernard I. Ochs Co.	250w	1340	1	2	2	168	100	S	70	70	20	6	2	2	100	Y	210	20	
Dawson	WDWD	Indie Sales, Inc.; Georgia K85	1kw	990	1	12	12	75	D	80	5	80	20	20	20	80	Y	215	2,400	70	
Fort Valley	WFPM	Indie Sales, Inc., NYC; Tech Sports Net.	1kw	1150	N	9	9	84	D	40	1	65	35	35	35	60	Y	17	3,000	40	
Macon	WIBB	Bernard Howard Co., Inc. (nat) Dora-Clayton Agency (reg), Georgia Negro Group	1kw	1280	1	13	13	90	D	100	5	59	2	15	6	1	15	2	250	1,472	50
Moultrie	WMTM	Thomas F. Clark Southeast-ern Key Market Net.	5kw	1300	1	7	7	98	D	10	1	1	1	1	1	1	10	Y	300	2,400	40
Savannah	WSOK	Bernard Howard, Geo. Trio	250w	1230	1	14	2	168	100	5	11	11	43	3	10	2	100	Y	75	3,500	20
Valdosta	WGOV	Bob Dore Assoc., N.Y.; Dora-Clayton, Atlanta	5kw	950	N	20	10	129½	12	S	83	83	17	17	17	8	Y	140	1,150	40	
Waycross	WAYX	Charles Lowd	250w	1230	N	23	23	168	12	1	40	40	40	20	20	25	Y	48	3,000	10	
Waynesboro	WBRO	Clyde Beavers	1kw	1310	1	5	5	D	50	1	10	10	10	10	25	5	30	Y	170	2,000	80
		Jim Denny-Webb Pierce																			

ILLINOIS

Chicago	WAAF	Forje	1kw	950	1	38	10	D	35	S	90	90	10	10	10	35	Y	1,000	4,700
	WBEE	Continental Radio Sales	1kw	1570	1	5	5	72	D	100	S	73	15	7	5	40	Y	1,250	
	WCES		5kw	1390	1	36	15	137	65	1	52	52	8	10	30	65	N	900	
Oak Park	WOPA	Bernard Howard & Co., Inc.	250w	1490	1	10	8	168	33½	S	85	85	15	15	33	Y	1,000		

INDIANA

Gary	WVCA	John E. Pearson Co.	1kw	1270	1	11	11	140	13	5	90	90	10	10	10	10	Y	60	3,300	0
Indianapolis	WCEE	Continental	5kw	1590	1	4	4	84	D	37	5	70	20	5	5	40	Y	110	4,000	

KENTUCKY

Louisville	WLou	John E. Pearson Co.	5kw	1350	1	12	9	98	D	100	5	86	10	2	2	100	Y	173	2,289	
Pineville	WMLF	Continental (natl), Ky. Ra-dio Sales (reg), K85	250w	1230	1	4	4	114	15	S	66	66	20	20	14	3	Y	4	6,000	40

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THE GEORGIA NEGRO GROUP

COLUMBUS
1000 Watts
1580 kc. **WCLS**

MACON
1000 Watts
1280 kc. **WIBB**

SAVANNAH
WSOK 250 Watts
1230 kc.

SEE PAGE 3 THIS ISSUE



REAL MERCHANDISING!

in 300 super markets
supports your . . .

RADIO COVERAGE
of the
NEGRO MARKET
in
HOUSTON, TEXAS

K C O H

Get the story from your
John Pearson man.

LOUISIANA

Baton Rouge	WVOK	Bernard Howard & Co., Inc.	1kw	1260	I	OK Group	7 1/2	7 1/2	91	100	5	40	2	40	4	14	100	Y	183	6,000	20
Enid	KEUN		250w	1490	N		8	8	117	50	1	50	10	10	10	10	25	Y	54	2,000	18
Lafayette	KVOL	Robert Meeker	1kw	1330	N		25	15	129 1/2	35	5	25	25		25				143		
Lake Charles	KAOK	Bernard Howard & Co.	250w	1400	I	OK Group	13	8	126	16	5	90		10			30	Y	50	3,500	5
Monroe	KLIC		250w	1230	N		10	10	138	25	5						20	Y	31		
Natchitoches	KNOC	K85	250w	1450	I		13	11	118	14	5	60	6	30	2	2	30	Y	32	2,200	40
New Orleans	WBOK	Bernard Howard & Co., Inc., N. Y.	1kw	800	I	OK Group	10	10		D 100	5	28		60	2	5	100	Y	275	3,800	10
Shreveport	WYLD	John E. Pearson Co.	1kw	940	I	Rounsaville	11	11	133	100	5	60		23	2	1	14	Y	384	2,052	15
	KANB	Robert L. Wittig, N.Y.; Devney, Chic.; Dora-Clayton, Atlanta; Harlan Oakes, L. A.;	1kw	1300	I		2	2	95	D 95	5	43		38	1	1	16	Y	158	3,876	38
	KOKA	John E. Pearson Co.	5kw	980	I	McLendon Ebony Group	10	7	90	D 100	5	51		37	6	1	5	Y	405	3,952	
Winnaboro	KMAR		500w	1570	I		3	3	84	D 30	1	25		50		25	10	Y	20	3,000	65

MARYLAND

Annapolis	WANN	John E. Pearson Co., N.Y.C.	10kw	1190	I		14	11	84	D 100	5	66		18	10	1	5	Y	702	4,570	20
Baltimore	WEBB	Bernard Howard, Inc.	5kw	1360	I	1360 Bdcstg. Co., Inc.	5	5		D 100	5	80		4	2		14	Y	380	3,590	50
	WITH	Select, Adam Young, James Ayres	250w	1230	I		20	17	165	25	1	85		15				Y	345	3,500	5
	WSD	United	1kw	1010	I	United 8dcstg.	10	10	104	D 100	5	70		5	10	5	10	80	386	4,200	10

MICHIGAN

Detroit	WJLB	8ernard Howard, N.Y.; John E. Pearson Co., nat.	250w	1400	I	8ooth 8dcstg. Co.	33	20	168	45	1	80	---	15	---	37	Y	638	5,100	5
Flint	WAMM	Grant Webb & Co.	500w	1420	N	-----	5	5	82	D 25	5	85	---	15	---	10	Y	25	4,000	---
	WMRP	Sears & Ayer	1kw	1570	I	---	14	14	73½	D 10	5	---	40	40	2	1	6	11	5	40
Inkster	WCHB	Bob Dore Assoc., Clayton Co.	Dora- 1kw	1440	I	---	4	4	105	D 100	5	65	---	15	10	5	5	100	Y	638 5,800

MISSISSIPPI

Brookhaven	WCHJ	1kw	1470	I		5	5	5	56	D	10	5	50					Y	23		
Canton	WDOB	Gene Bolles Co.	1kw	1730	I	Madison County 8dcstg. Co.	9	9	90	D	25	5	70	25	5		75	N	6	2,300	50
Clarksdale	WROX	Everett-McKinney, Inc., K85	250w	1450	N	Mid South Net.	18	14	42	25	1	60	30	5		5	40	Y	140	1,100	60
Cleveland	WCLD	Gene Bolles Co., N.Y., K85	250w	1490	I	Radio Cleveland, Inc.	11	11	126	45	5	80	30				35	Y	150		60
Columbus	WCBI	Everett-McKinney, Inc., Midsouth Net.	1kw	550	N		20	20	118½	12	5	75	25					Y			
Greenville	WESY		1kw	1580	I		2½	2	98	D	100	5	57	36		7	100	Y	600	30	
	WGVM	Devney	1kw	1260	I	Mid America	11	11	90	D	100	5	90	5	5		33	Y	150	50	
Houston	WGPC	K85	5kw	1320	I		5	5	98	D	12.5	1	75	15	10		2	Y	300	80	
Jackson	WOKJ	John E. Pearson	5kw	1590	I	McLendon Ebony Group	6	6	97	D	100	5	46	39	7	1	7	100	Y	250	2,610
Magee	WSJC	George T. Hopewell, K85	1kw	790	I	Mathis 8ros.	3	3	98	D	15	1	60	40							


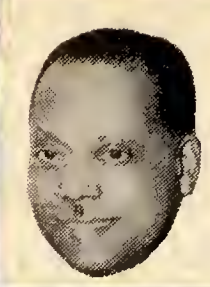

Southeast																						
McComb	WAPF	KBS	1kw	980	N	Southwestern Bdctg. Co. of Miss.	12	10	90	D	11	S	50	40	5	5	70	Y	70	1,200	60	
Pascagoula	WPMP		1kw	1580	N		9	3	86½	D	15	I	50	40				5	Y	61	3,150	35
Starkville	WSSO	KBS	250w	1230	I	Mid-South	12	12	121	10	S	55	45				50	Y	100	1,500	75	
West Point	WROB	KBS, Midsouth Net.	250w	1450	N		13	13	114½	20	S	50	30			10	10	30	Y	220	2,700	50
MISSOURI																						
Kansas City	KPRS	John E. Pearson Co.	1kw	1590	I	Rounsaville	11	11		D	100	S						Y	134	3,200		
St. Louis	KATZ	John E. Pearson; Conti- nental Bdctg.	5kw	1600	I	Laclede Radio, Inc., N. Y.	6	6	168	100	S	*	*	*	*	*	100	Y	420	3,500	5	
	KXLW	Bernard Howard & Co., Inc.	1kw	1320	I		14	10	101	D	100	S	61	28	8	3		100	Y	365	0	

MISSOURI

Kansas City	KPRS	John E. Pearson Co.	1kw	1590	I	Rounsaville	11	11	D	100	S					Y	134	3,200		
St. Louis	KATZ	John E. Pearson; Continental Bdcstg.	5kw	1600	I	Laclede Radio, Inc., N. Y.	6	6	168	100	S	*	*	*	*	100	Y	420	3,500	5
	KXLW	Bernard Howard & Co., Inc.	1kw	1320	I		14	10	101	D	100	S	61	28	8	3	100	Y	365	0

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THE 3 DISC-A-TEERS

'JOLTIN'
Joe Howard

'SENATOR'
Bristoe Bryant

'FRANTIC'
Ernie Durham

• These 3 Dee Jays contribute mightily to make **WJLB** the number one Negro station in the Detroit area.


WJLB LEADS IN NEGRO APPEAL PROGRAMMING

• 88-1/2 weekly broadcast hours beamed at an approximate 600,000 audience with an annual aggregate income of \$700,000,000 makes **WJLB** a "must buy" for Negro directed advertising.

FOR 21 YEARS

and particularly in the last decade, **WJLB** has racked up sales for the knowing advertiser who wants to capitalize on the rich potential Negro market.

Let the 3 Disc-A-Teers — 'Senator' Bryant, 'Joltin' Joe and 'Frantic' Ernie plus WJLB's other superb talent do the telling and the selling to a huge audience that LISTEN IN to **WJLB** because they LOOK UP to **WJLB**



WJLB

3100 DAVID BRODERICK TOWER • DETROIT 26, MICH.

NEW YORK REPRESENTATIVE: BERNARD HOWARD COMPANY
20 East 46 Street, New York 17, N.Y. • Phone OX. 7-3750

State and City	Call Letters	Rep Regional Network	Power	Freq. (kc)	Net. or Ind. (a)	Group-owned	Yrs. on Air (b)	Yrs. of Negro Program (c)	Hrs. Per Wk. on Air (d)	% Hours Negro Program (e)	Change in Negro Program Hrs. (f)	Negro Program Breakdown (in %)						% Negro Adv. (g)	Negro Pop. (000) (h)	Neg. Fam. Income (i)			
												Other Music	Religious	News	Homemaker	Public Service	Other						
NEW JERSEY																							
Newark	WIBI	Blessed Martin Net.	2½kw	1280	I	May Radio Bdcstg. Corp.	38	25	168	100	S		75		25		100	Y	1,500	3,000			
	WNJR	Continental Bdcstg.	5kw	1430	I	Continental Bdcstg., Inc.	13	7	139	100	S	50	20	10	20		100	N	1,500	3,250			
Vineland	WDVL		500w	1270	I		1	1	56	D	20	S	77	3	15	5	15	N	90	3,500			
NEW YORK																							
New York	WADO		5kw	1280	I	Bartell Bdcstg. Corp.	33	15	144	40	S	65	15	10	10		22	Y	1,500	5,200			
	WJOM		5kw	1480	I		30	1	148½	12	S	*											
	WLIB	Forjoe-Chic.	1kw	1190	I		18	12	100	D	93	S	40	5	30	7	5	6	85	Y	1,500		
	WURL		5kw	1600	I		34	18	163	25.4	S	73	3	8	6	2	8	40	Y	1,465	0		
NORTH CAROLINA																							
Charlotte	WGIV	Bernard Howard & Co., Inc.	1kw	1600	I		13	13	163	60	I	66	9	8	6	5	61	Y	256	3,060	8		
Dunn	WCKB		1kw	780	I	Tobacco Net.	14	13	72	15	I	64		36			4	N	25		50		
Durham	WSRC	Bob Dore Assoc.; Bernard I. Ochs Co., Atlanta	1kw	1410	I		6	6	97	D	100	S	45	3	20	7	15	95	Y	102	6,678	20	
Elizabeth City	WCNC	Bogner & Martin	250w	1240	N		21	10	117	20	S	85		10	5		15	Y	75	1,900	60		
Elizabethtown	WBLA	Hil E. Best	1kw	1440	N		4	4	90	D	35	I	35	19	10	16	4	12	25	Y	50	1,600	60
Fairmont	WFMO		1kw	860	I	Tobacco Radio Net.	7	7		D	10	S	40		40	10	10	Y	75		70		
Fayetteville	WFAL	Thomas F. Clark Co., K8S	250w	1230	N		12	6	128½	23	I	80		10	5		20	Y	30		20		
	WFNC	Walker-Rawalt Co., Tobacco Net	10kw	940	N		21	7	126	16.6	S	60		25		5	10	10	N	120		40	
Forest City	WAGY		500w	1320	I	Tri-City Bdcstg.	2	2	120	20	I	25		50		25		5	Y		3,000	10	
High Point	WHPH	Hal W. Hicks; Gary C. Davis, K8S	1kw	1070	I		13	10	84	10	I	85		5	3		7	3	Y	125	3,600	12	
Kinston	WELS	Bogner & Martin, Carolina Radio Net., Tobacco Net.	1kw	1010	I		10	9	84	D	10	S	80		20		5	N	120	900	80		
	WISP	Hal Walton Assoc.	250w	1230	I		6	6	105	20	I	10	10	10	10	10	40	10	N	25	3,500	30	
Laurinburg	WEWO	Dora-Clayton, K8S	1kw	1080	I	Scotland Bdcstg. Co.	13	13	70	D	10	S	70		15		15	*	Y	25		50	
Leaksville	WLOE		250w	1490	N		14	8	118½	10	I		50	25	5	10	10	12	Y	1,200	2,600	40	
Mt. Airy	WSYD	Hil E. Best, Southeastern Key Market Net., Duke Football Net.	5kw	1300	N		9	4	125	11	S	100					12	Y	2	2,080	40		
Raleigh	WRAL	Tobacco Radio Net.	250w	1240	N		21	12	120	15	S	20		10	40	30		10	Y	35	3,000	20	
Rocky Mount	WCEC	John E. Pearson	1kw	810	N	Tobacco Radio Net.	13	13	85	12	S	50		20		10	20	15	Y	325	1,400	60	
Southern Pines	WEEB	Hal Holman, Dora-Clayton (SE)	5kw	990	N		13	13		D	30	S	60	5	5	5		20					
Willson	WGTM	Penn T. Watson, Jr.	5kw	590	N		23	14	120	16	I	90				10		15	Y	360	2,700	68	
Winston Salem	WAAA	Bob Dore, Bernard I. Ochs	1kw	980	I	Laury Assoc. Inc.	10	10	84	D	100	S	50	10	30	2	8	100	Y	333	3,849	4	

Chillicothe	WBEX	Ohio Stations, Columbus; Thomas Clark, N.Y.	250w	1490	N	13	12	131	10	I	90	10	10	25	N	2	3,700	25					
Cincinnati	WCIN	John E. Pearson Co.	1kw	1480	I	Rounsaville	7	7	98	D 100	S	61	25	7	100	Y	174	2,273					
Cleveland	WABQ	Bernard Howard	1kw	1540	I	Tuchman Bdcstg. Corp.	12	B	D 100	S	40	30	10	10	100	Y	300	4,000					
WJMO	United Bdcstg., N.Y., Dora-Clayton, South	250w	1490	N	United Bdcstg.	13	8	168	91	S	56	3	13	3	95	Y	250	4,500					
OKLAHOMA																							
Muskogee	KMUS	Gene Bolles	1kw	1380	I		12	B	136	13	S	70	30		4	N	12	2,400					
Okmulgee	KOKL	KBS	250w	1240	N	Don-Rey Medium	25		112	20	S	75	5		5	Y	75	15					
PENNSYLVANIA																							
Philadelphia	WDAS	Bernard Howard & Co.	5kw	1480	I		38	B	146	100	S	80	5	7	3	1	4	100	Y	648	3,818	0	
WHAT	John E. Pearson Co.	250w	1340	I		35	15	163	100	I	55	10		10	25	100	Y	520	1,548				
Pittsburgh	WAMO	Bernard Howard	1kw	860	I		12	12	100	D 100	I	70	10	10	5	100	Y	250					
SOUTH CAROLINA																							
Anderson	WANS	Grant Webb Co., Key Market, Tobacco Net.	1kw	1280	N	Radio Anderson, Inc.	11	11	135	19	I	23	9	24	8	23	3	10	12	Y	151	6,619	38
Charleston	WPAL	Bob Dore Assoc., Dora-Clayton	1kw	730	I	Speidel Bdcstg. Corp.	14	13	85	D 100	5	40	10	40	10		90	Y	500		60		
Columbia	WCOS	Meeker Co.	1kw	1400	I		21	15	168		I	90	10			50							
WOIC	Dore Assoc., Dora-Clayton, SE	5kw	1470	I	Speidel	6	6	90	D 100	I	40	40	5	10	5	50	Y	391	4,500		60		
Dillon	WDSC	Gill-Perna, Dora-Clayton, 5E	1kw		N		14	14	84	25	S	15	10		5	25	Y		3,600		40		
Florence	WYNN	Bob Dore Assoc., N.Y.; Dora-Clayton Agency, Atlanta	250w	540	I	Speidel Bdcstg. Corp.	2	2	98	D 100	S	67	5	20	5	20	Y	300	2,440		53		
Greenville	WESC	Headley Reed Co.	5kw	660	I		14	14	84	D 13	5	92	8			10	Y	203	2,500		45		
Marion	WATP	Continental Radio Sales	1kw	1430	I	Pesdee Bdcstg. Co., Inc.	3	1	D 12.5		I	50	30		20	5	N		1,300		90		
Sumter	WSSC	Hil F. Best, Thomas F. Clark Co.	250w	1340	N	Blue Ridge Bdcstg. Co.	7	7	126	31	I	95	5			15	Y	42	60				
Walterboro	WALD	Donald Cooke, Inc., KBS	1kw	1220	N		13	13	84	D 10	I	60	20	10	10		12.5	Y	32		80		
TENNESSEE																							
Alcoa	WEAG	KBS, Vol Sports Net.	1kw	1470	N		3	3	90	D 10	S	60	30		5	2	N	6	3,000		35		
Chattanooga	WNOO	Bernard Howard Co.	1kw	1260	I	Leon S. Walton Stations	9	9	D 100	S	60	3	12	10	2	10	3	100	Y	60	3,250	2	
Jackson	WJAK	John E. Pearson Co.	1kw	1460	I		5 1/2	5 1/2	84	D 100	S	50	20	5	8	10	7	75	Y	126	3,900	55	
Knoxville	WKXV		1kw	900	N		7	7	84	D 16	S	40	50	10		5	N						
Memphis	WDIA	Bolling Co.	50kw	1070	I	Sonderling Stations	13	12	140	100	S	B6		8	4	3	100	N	1,528	2,332			
WLOK	Bernard Howard & Co.	5kw	1480	I	O K Group	4	4	105	D 100	S	30	40	10	20		10	Y	395	3,300		40		
Murfreesboro	WGNS	David W. Martin	250w	1450	I	Regional Bdcstg. Corp.	13	13	122 1/2	15	S	100				3	N	3	3,500				
Nashville	WLAC	Katz Agency, Inc., N.Y.	50kw	1510	N	Life & Casualty Ins. Co.	34	13	168	20	S	100				22	Y	309	1,755		13		
WVOL	John E. Pearson Co.	5kw	1470	I	Rounsaville	9		132	100	S	59	31	7	3		100	Y	174	2,273		13		

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State and City	Call Letters	Rep Regional Network	Power	Freq. (kc)	Net. or Ind. (a)	Group-owned	Yrs. on Air (b)	Hrs. Per Wk. on Air (c)	% Hours Negro Program (d)	Change in Negro Program Hrs. (e)	Negro Program Breakdown (in %)					D. J.	Other Music	Religious	News	Homemaker	Public Service	Other	% Negro Adv. (f)	Negro Merch. (g)	Negro Pop. (000) (h)	X Family Income (i)	
											Other Music	Religious	News	Homemaker	Public Service												Other
TEXAS																											
Beaumont Dallas-Fort Worth	KJET	Bernard Howard	1kw	1380	I	Leon Walton	13	98	D 100	5	48	33	7	10			Y	100	3,000	10							
	KKSN		500w	730	I	Kissin' Radio, Inc.	4	1	101½D 100	5	50	25	7	3	15		Y	500	4,715	18							
	KNOK	Bernard Howard & Co., Inc.	1kw	970	I	Townsend Corp. of America	14	12	168	100	5	50	20	10	5	15	100	Y	315	2,605	15						
Galveston	KGBC	John E. Pearson Co.	1kw	1540	I		13	11	110	19	5	75	15	10			Y	35	5,200	5							
Houston	KCOH	John E. Pearson Co.	1kw	1430	I		10	7	98	D 100	5	40	15	20	10	15	100	Y	350	4,468	13						
	KLVL		1kw	1480	I		10	10	135	17	5		100				15	N	350	3,500	D						
Jasper	KYOK	Bernard Howard	5kw	1590	I	O K Group	14	6	126	100	5	50	25	5	5	15	100	Y	309	4,016							
	KTXJ		1kw	1350	I		14	14	91	D 10	5	90	5		5		15	Y									
Longview	KLUE	Jack Masla-nat'l; Clyde Melville-SW; C. K. Beaver-SE; Big-K Net.	1kw	1280	N		13	1	91	D 10	1	75	2	15	2	6	2	Y	115	2,300	40						
Marshall	KMIIT	Jack Masla-nat'l; Clyde Melville-SW; C. K. Beaver-SE; Texas State Net.	250w	1450	N		14	14	119	12	5	75	8	15	2		5	Y	87	2,300	35						
Midland	KJBC		1kw	1150	I		10	10	91	2D	5	60	30		5		20	Y	8	4,500							
San Antonio	KCOR	Devney-O'Connell, Sombroero Network	5kw	1350	I		18	10	140	17	1	70	25	4	1				140								
	KMAC	Weed Radio Corp.	5kw	630	N		34	22	126	14	5	100															
Taylor	KTAE		1kw	1260	I		12	12	91	D 15	5	85	10			5	10	Y	75	2,500	35						
Tyler	KZEY	Dora-Clayton: Atlanta; Bob Dore Assoc.: N.Y. & Chic.;	250w	690	I		3	2	94½D 100	5	45	5	30	10	5	5	100	Y	126								
VIRGINIA																											
Christianburg	WBCR	Grant Webb & Co., KB5, SE; Key Mkt.	1kw	1260	N		6	6	70	D 99	5	70	10	15	5		99	Y	1	1,000	10						
Farmville	WFLO		1kw	870	I		13	13	90	D 10	5		50		50		10	N	25	1,000	95						
Franklin	WYSR	Thomas F. Clark Co., Inc.	1kw	1250	I		4	3½	84	D 30	5	60	10	10	10		N	35									
Gloucester	WDDY	Grant Webb & Co.	1kw	1420	I		3½	3	86	D 12	5	70	5	15	10		10	N	22	2,700	85						
Lynchburg	WBRG	Thomas F. Clark Co., KB5	1kw	1050	I		4	4	84	D 20	5	70	30				25	Y	60	4,800	50						
Martinsville	WHEE		1kw	1370	I	Patrick Henry Bdcstg	6	6	84	D 10	5	*					Y	25		5							
Newport News-Norfolk	WYOU	United	1kw	1270	I	United	12	4	42	50	5	75		10	15		80		408	2,800	5						
Norfolk	WRAP	Continental Bdcstg	5kw	850	I	Continental Bdcstg, Inc.	9	9	140	100	5	60	20	10	5	5	75	Y	330	3,400	2						
Petersburg	WSSV	Grant Webb & Co.	1kw	1240	N		15	15	140	15	1	90	10				12	Y	35	20							
Richmond	WANT	United	1kw	990	I	United	9	9	104	D 100	5	60	10	10	10		10	Y	112	3,000	15						
WEST VIRGINIA																											
Welch	WELC		1kw	1150	I	Pocahontas Bdcstg Co.	10	10	D 30	5	60		20		20		N	45	4,000	2							

(a) (Station), (Independent). (b) No. of yrs. station has presented Negro appeal programming. (c) D: daytime only. (d) % weekly hrs. devoted to Negro appeal programming. (e) Indicates whether hrs. of Negro programming has (I) increased, (D) decreased or remained (R) same since last year. (f) % of total business from Negro appeal advertisers. (g) (Y) stations provide merchandising support to clients at no extra charge; (N): don't provide such support. (h) Station estimate of Negro population in market in thousands. (i) Station estimate of average annual family Negro income in market. (j) % of Negroes in market living on farms, and/or rural areas, as estimated by station. *Station did not supply breakdown but programs in categories so marked.

NEGRO STATION PROGRAMING

100% Negro-appeal programing

CITY	CALL LETTERS
ALABAMA	
Birmingham	WENN
Birmingham	WJLD
Montgomery	WEUP
Mobile	WGOK
Mobile	WMOZ
Montgomery	WRMA
Tuscaloosa	WTUG
ARKANSAS	
Little Rock	KOKY
CALIFORNIA	
Los Angeles	KGFI
San Francisco	KSAN
DISTRICT OF COLUMBIA	
Washington	WOOK
Washington	WUST
FLORIDA	
Jacksonville	WOBS
Miami	WFEC
Miami	WMBM
Orlando	WOKB
Pensacola	WBOP
Tampa	WTMP
GEORGIA	
Atlanta	WAOK
Atlanta	WERD
Columbus	WCLS
Columbus	WOKS
Concord	WIBB
Savannah	WSOK
ILLINOIS	
Chicago	WBEE
KENTUCKY	
Louisville	WLOU
LOUISIANA	
Baton Rouge	WXOK
New Orleans	WBOK
New Orleans	WYLD
Shreveport	KOKA
MARYLAND	
Baltimore	WANN
Baltimore	WEBB
Baltimore	WSID
MICHIGAN	
Detroit	WCHB
MISSISSIPPI	
Jacksonville	WESY
Jacksonville	WGVM

CITY	CALL LETTERS
Jackson	WOKJ
Meridian	WQIC

MISSOURI

Kansas City	KPRS
St. Louis	KATZ
St. Louis	KXLW

NEW JERSEY

Newark	WHBI
Newark	WNJR

NORTH CAROLINA

Durham	WSRC
Winston Salem	WAAA

OHIO

Cincinnati	WCIN
Cleveland	WABQ

PENNSYLVANIA

Philadelphia	WDAS
Philadelphia	WHAT
Pittsburgh	WAMO

SOUTH CAROLINA

Charleston	WPAL
Columbia	WOIC
Florence	WYNN

CITY	CALL LETTERS
TENNESSEE	
Chattanooga	WNOO
Jackson	WJAK

Memphis	WDIA
Memphis	WLOK
Nashville	WVOL

TEXAS

Beaumont	KJET
Dallas-Ft. Worth	KKSN
Ft. Worth	KNOK
Houston	KCOH
Houston	KYOK
Tyler	KZEY

VIRGINIA

Norfolk	WRAP
Richmond	WANT

75-99% Negro-appeal programing

CALIFORNIA

Oakland	KDIA
---------	------

GEORGIA

Dawson	WDWD
--------	------

Capital Buys in the Capital Cities

WAOK

Atlanta, Ga.

1st in 69 of 72 quarter-hours
(Negro Pulse, Feb., 1960)
in ATLANTA

You need WAOK to cover this 12-station market. It is 3d in general Hooper (May-June 1960) and 4th in general Pulse (April 1960). First in four afternoon half-hours (Hooper).

WAOK

Atlanta, Ga.

Represented by
Daren F. McGavren Co., Inc.

WRMA

Montgomery, Ala.

1st in all quarter-hours
6AM-6PM, M-F
(Pulse, April, 1960)
in MONTGOMERY

Top performer of Alabama major market stations with 30% morning metro share (67% ahead of next station) and 28% afternoon share (56% ahead of next station).

WRMA

Montgomery, Ala.

Represented by
Everett-McKinney, Inc.

5% discount on combination buys

CALL LETTERS

50-74% Negro-appeal programing

LOUISIANA

K 4NH

NEW YORK

N Y

W 11H

OHIO

Cleveland

W 1MO

TEXAS

Taylor

K PAF

VIRGINIA

Christianburg

W BCR

CITY

ALABAMA

Evergreen

Selma

GEORGIA

Augusta

Waynesboro

ILLINOIS

Chicago

CALL LETTERS

W HLO

W GWC

W AFG

W BRO

W GES

WGES

Established in 1924

There are only 10 cities in the United States with a total population greater than the Negro population of Chicagoland.

This is a big market with big buying power in a concentrated area.

The Negro population of Chicagoland area is now more than 1,000,000.

The buying power of this responsive segment is more than \$4 billion dollars.

WGES is the only full time 5000 watt Chicago station devoting a major portion of its time to broadcasts directed to the Negro Market.

WGES broadcasts more programs in the Negro Chicagoland area than any other Chicago station.

It takes WGES to reach the Chicagoland Negro Market!

You can reach the Negro audience without WGES but don't make the mistake of trying if economy and resulting sales are important.

The Negro personalities who broadcast your advertising message are experienced air salesmen

Richard Stamz
5:30 AM to 7:00 AM
12:00 Noon to 1:00 PM
Monday thru Saturday

Ric Ricardo
11:30 AM to 12:00 Noon
Monday thru Saturday

Al Benson
1:00 PM to 2:00 PM
3:00 PM to 6:00 PM
Monday thru Saturday

Sid McCoy
12:00 Midnight to 1:30 AM
Monday thru Saturday

Norm Spalding
2:00 PM to 3:00 PM
11:00 PM to 12:00 Midnight
Monday thru Saturday

Roy Wood
9:00 PM to 10:00 PM
Monday thru Saturday

Sam Evans
10:00 PM to 11:00 PM
Monday thru Saturday

WGES

First choice to sell the Chicagoland Negro Market!

5000 Watts

W Washington Blvd.

Chicago 12, Illinois

CITY

CALL LETTERS

KENTUCKY

Pineville

W MIF

LOUISIANA

Eunice

W FEN

NORTH CAROLINA

Charlotte

W GIV

VIRGINIA

Newport News Norfolk

W VOI

25-49% Negro-appeal programing

ALABAMA

Anniston

W ADD

Butler

W PRN

Ft. Rucker

W TTA

Florence

W JOI

ARKANSAS

Arkadelphia

W BRG

Helena

W FFA

Monticello

W BVM

FLORIDA

Chipley

W BGC

Jacksonville

W RUC

Milton

W FBY

Pahokee

W RIM

GEORGIA

Albany

W JAZ

Bainbridge

W MGR

Ft. Valley

W FPM

ILLINOIS

Chicago

W IAF

Oak Park

W OPA

INDIANA

Indianapolis

W GFF

LOUISIANA

Lafayette

W LOI

Monroe

W LHC

Winnsboro

W MAR

MARYLAND

Baltimore

W IFH

MICHIGAN

Detroit

W JLR

Flint

W AMM

MISSISSIPPI

Canton

W DOB

Clarksdale

W ROX

Cleveland

W CED

NEW YORK

N Y.

W ADO

N Y.

W BRK

CITY CALL LETTERS

NORTH CAROLINA

Elizabethtown *WBLA*
Southern Pines *WEEB*

SOUTH CAROLINA

Dillon *WDSC*
Sumter *WSSC*

VIRGINIA

Franklin *WYSR*

WEST VIRGINIA

Welch *WELC*

10-24% Negro-appeal programing

ALABAMA

Flomaton *WTCB*
Gadsden *WETO*
Tuscumbia *WVNA*

ARKANSAS

Hope *KXAR*
Hot Springs *KBLO*

DELAWARE

Wilmington *WILM*

FLORIDA

Daytona Beach *WROD*
Ft. Lauderdale *WFTL*
Live Oak *WNER*
Madison *WMAF*
Quincy *WCNH*
Sanford *WTRR*

GEORGIA

Baxley *WHAB*
Cairo *WGRA*
Moultrie *WMTM*
Valdosta *WGOV*
Waycross *WAYX*

INDIANA

Gary *WICA*

LOUISIANA

Lake Charles *KAOK*
Natchitoches *KNOC*

MICHIGAN

Flint *WMRP*

MISSISSIPPI

Brookhaven *WCHJ*
Columbus *WCBI*
Houston *WCPC*
Magee *WSJC*
McComb *WAPF*
Pascagoula *WPMP*

CITY CALL LETTERS

Starkville *WSSO*
West Point *WROB*

NEW JERSEY

Vineland *WDVL*

NEW YORK

N. Y. *WHOM*

NORTH CAROLINA

Dunn *WCKB*
Elizabeth City *WCNC*
Fairmont *WFMO*
Fayetteville *WFAI*
Fayetteville *WFNC*
Forest City *WAGY*
High Point *WHPE*
Kinston *WELS*
Kinston *WISP*
Laurinburg *WEWO*
Leaksville *WLOE*
Mt. Airy *WSYD*
Raleigh *WRAL*
Rocky Mount *WCEC*
Wilson *WGTM*

OHIO

Chillicothe *WBEX*

OKLAHOMA

Muskogee *KMUS*
Okmulgee *KOKL*

SOUTH CAROLINA

Anderson *WANS*
Greenville *WESC*
Marion *WATP*
Walterboro *WALD*

TENNESSEE

Alcoa *WEAG*
Knoxville *WKXV*
Murfreesboro *WGNS*
Nashville *WLAC*

TEXAS

Galveston *KGBC*
Houston *KLVL*
Jasper *KTXJ*
Longview *KLUE*
Marshall *KMHT*
Midland *KJBC*
San Antonio *KCOR*
San Antonio *KMAC*
Taylor *KTAE*

VIRGINIA

Farmville *WFLO*
Gloucester *WDDY*
Lynchburg *WBRG*
Martinsville *WHEE*
Petersburg *WSSV*

WUST SELLS! THE WASHINGTON, D.C. *NEGRO MARKET

WASHINGTON, D. C.
the Greatest Concentrated
High-Income Negro Audi-
ence in America



Al BIG BOY Jefferson

D.C.'s top brood-
coster of sounds,
the young odore
him, the oldsters
respect him. Daily
6:30 to 9 AM—
3 to 6 PM

Bill "THE DUKE" Johnson

A real crackerjock
salesman. A solid
product builder with
a steadfast audience
Daily 9 to 10 AM—
12 to 3 PM



Col. ED BROWN

with D.C.'s largest
spiritual audience
Real big-response
audience program
10 AM to 12 Noon
Mon. thru Sat.—
7 AM to 1 PM Sun



LENNY GREEN

The Washington
Senator's Popular
centerfielder with the
real inside dope
on sports.
Daily 5:55 PM

The Big Station
with the 1-2-3-4 Punch

Represented Nationally By

JOHN E. PEARSON CO.

New York • Chicago • Atlanta

Los Angeles • San Francisco

WUST, 9th & V Streets, N.W.

Washington, D. C.

After Dark There's Only One



WJLD

Alone programs to
the 260,000 Negroes
of Metropolitan
BIRMINGHAM

Check Any Survey!

You reach more people
for less money on WJLD

Pulse-Proved

NO. 1 *

*Negro Pulse 1960, for the
fourth straight year.

WJLD

Birmingham, Alabama

The Nation's Finest
Negro Radio Station

Phone FORJOE

NEGRO RADIO'S CLIENTS

This list of national and regional advertisers who used Negro appeal radio during this past year is a partial roster of names taken from station questionnaires

A

Admiration Coffee
Alka Seltzer
American Bakeries
American Finance Corp.
American Oil Co.
American Tobacco Co.
American Wine
Anheuser
Arrid
Armour
Arrow Beer
Artra Skin Cream
Associated Investments
Associated Sepian Products
Atlas Finance
Atlas Sewing Machine
Aunt Jemima

B

Mrs. Baird's Bread
Ballantine Beer
Bayer
B.C. Remedy
B. F. Goodrich
Beauty Glow
Belfast Beverages
Best Foods Co.
Big Bear Snuff
Birdseye Foods
Birley's Beverages
Black Draught
Black & White Ointment
Bleach & Glow
Blue Seal Bread
Bond Bread
Borden's Dairy Products
Breast-O-Chicken Tuna
Brer Rabbit Syrup
Bristol-Myers
Bruton's Sweet Snuff
Budweiser
Buhler Mills
Buick
Bull of the Woods Chewing
Tobacco
Burgermeister Beer
Busch Bavarian
Butter Krust Bread

C

Cadillac
Camel Cigarettes
Canada Dry Beverages

C&P Telephone

C & H Sugar
Carling's Beer
Carnation
Carolina Rice
Champagne Velvet Beer
Champale malt liquor
Chattanooga Medicine Co.
Chesebrough-Ponds
Chevrolet
Clabber Girl Baking Powder
Coca-Cola
Colonial Baking Co.
Comet Cleanser
Continental Baking
Country Club malt liquor
Creomulsion
C. V. Beer

D

D-Con
Deep Rock Oil Co.
Denman Tires
Dental Sweet Snuff
Dixie Peach
Doctor Shor
Domino Sugar
Drewry's Beer
Duquesne Beer

E

Easy Monday Starch
English Ford
Eno
Esso
Ever-Dry Products
Ex-Lax

F

Falls City Beer
Falstaff Beer
Feen-A-Mint
Food Fair
Ford

G

Gallo Wine
Garrett's Products
General Foods
Gillette Razor Co.
Gloss 8
Goebel Beer
Golden Spur
Goodyear Tires
Guinness Stout

H

Haas-Davis
Hadacol
Hair Specialty Co.
Hamm's Beer
Hardin's Bread
Hart's Bakery
Hill Bros. Coffee
Holsum Bread
Hormel Meats

I

Ideal Bread
Independent Life & Accident Ins.
Interstate Bakeries
Italian Swiss Colony Wine

J

Jay Beer
Jefferson's Discount Stores

K

Kaser Distillers Wine
Kelly's Canned Foods
King Dollar Stores
Kroger

L

Lady Lennox Hair Dye
Langendorf Bread
Laura Scudder's Food Products
Leggett's Dept. Stores
Lever Bros.
Liebman Breweries
Liggett & Myers
Lipton Tea
Lone Star Beer
L. Lorillard
Lucky Lager Beer
Lucky Strike
Lucky Tiger
Lydia Pinkham

M

Madera Wine
M&S Soft Drinks
Manischewitz Wine
Mar-O-Oil
Marvelene Hair Dressing
Mason's Root Beer
Maxwell House
Meister Bros.
Milan Wineries
Millbrook Bread
Miller Hi-Life Beer
Mission Orange
Monticello Drugs

Mueller Macaroni
Mum Deodorant
Muntz Tv

N
Nadinola Cream
National Biscuit Co.
National Standard Life Ins.

O
OCB Wine
Omega Flour
Oscar Mayer Meat Products

P
Pabst Brewing
Pall Mall cigarettes
Pearl Beer
Pepsi-Cola
Personal Products
Pet Milk
Pharmaco
Plough Sales
Premier gasoline

Q
Quaker Oats



NEGRO
Community
Programming



SPANISH
PUERTO RICAN
Programming



of Whirl-Wind
sales action

WWRL

NEW YORK DE 5-1600
*10:00AM-5:30PM **5:30PM-10:00AM

Make the **BIG BUY**
on the only **100%**

Negro-programed
station in
JACKSONVILLE

WOBS ranks at or near the
top in all rating reports.

WOBS dominates the reports
on Negro listening.

40% of the Jacksonville
market is Negro.

WOBS 5,000 watts
JACKSONVILLE, FLORIDA

Larry Picus
Gen. Mgs.

Gill-Perna, Inc.
Nat. Rep.

Dora-Clayton
Southern Rep.



Pilsener Ale
 Regal Ale
 Regal Select Beer
 Rem
 Rheingold Beer
 R. J. Reynolds
 Harold Ritchie Corp.
 Robin Hood Flour
 Roma Wine
 Royal Crown Cola
 Royal Crown Hair Dressing
 Ruppert Beer

S
 S&H Green Stamps
 Santa Fe Wine
 S. C. Dreher Packing Co.
 Schaeffer Beer
 Schmidt's Blue Ribbon Bread &
 Rolls
 Schlitz Beer
 Scott's Emulsion
 Seaboard Finance
 Sealtest Foods
 Sears Roebuck
 Sessions Cooking Oil

Seven-Up
 Shell gas & oil
 Silkly Strate
 Silvercup bread
 Silver Satin Wine
 Singer Sewing Machine
 666 Cold Tablets
 666 Tonic
 Skin Success
 Spree
 SSS Tonic
 Sta Glo Hair Dressing
 Staley Syrup
 Stanback Co.
 Standard Brands
 St. Joseph Aspirin
 R. J. Strickland Co.
 Suburban Club Beverages
 Sulphur 8
 Sunoco
 Swamp Root
 Sweet Peach snuff
 Swift Packing Co.

1,053,870

NEGROES

\$1,117,793,000

SPENDABLE INCOME

THE

PIEDMONT PACKAGE

(In North Carolina, of course)

WAAA
WSRC **RADIO**

**WINSTON-SALEM, GREENSBORO,
DURHAM, RALEIGH, HIGH POINT**

Call Bob Dore for discount details

T
 Tareyton cigarettes
 Texaco
 Tidewater Oil
 Tiger Rose wine
 Tip Top bread
 Tom Thumb Super Markets
 Tops Snuff
 Tube Rose Snuff

U
 Union Oil
 Universal Insurance
 U. S. Royal Tires

V
 Valiant
 Vaseline petroleum jelly

W
 Ward Baking Co.
 White King Soap
 White Rose
 Wholesome bread
 Wilen wines
 Winn-Dixie Stores
 Winston cigarettes
 Wonder bread
 Wrigley gum

Y
 Charles Young Products
 Yukon's Best flour

FIRST BY FAR*

... The Sonderling Stations

KDIA SAN FRANCISCO- OAKLAND

*Where 70% of the
Negroes live

6 STAR PERSONALITIES

COMPLETE MERCHANDISING
DEPT. and SERVICE

The ONLY Negro-Programmed
Bay Area Radio Station reaching
all Negro communities

*June 1960 East Bay Negro Pulse

WOPA CHICAGO- OAK PARK

*Among the 350,000
Negroes on Chicago's
West Side

3 Phenomenal
Air Salesmen

- "BIG BILL" HILL
- PERVIS SPANN
- "SATELLITE POPPA"
SHELLEY POPE

*Feb. 1960 West Side Negro Hooper

WDIA MEMPHIS- MID-SOUTH

*Among 1,500,000 Negroes
in the Mid-South

50,000 WATTS OF
GOOD WILL

America's Greatest Negro-
Programmed Station

The most potent sales force in
the Mid-South

Top rated by all surveys for 10 years

Rep. by: Bernard Howard & Co., Inc.

WEST COAST:
Tracy Moore & Assoc.

Rep. by: The Bolling Co., Inc.

PROSPEROUS MARKET

(Continued from page 10)

Negro market because of its size and influence."

He thinks radio is a "perfect admixture" to reach this market because Negro habit patterns tend to stress hours and the environment more favorable to radio than to print and television.

Negroes, he says, go to work earlier than most white people so radio reaches all members of the family early in the morning. Radio also backgrounds their nighttime activities. "They aren't sedentary people," says Sessions, "and they don't watch tv as whites do." That's why he buys radio around the clock, in morning times before the peak traffic periods—and peak prices—and at night.

It's his conviction that Negroes like pure entertainment in their radio scheduling, and that their favorite formats are disk jockey, gospel music, sports and homemaker shows. He and most of his agency colleagues agree on these ground rules for good copy: keep it simple and direct; don't "talk down"; omit sophisticated and intellectual patter; talk directly to

the Negro listener; avoid any "Amos 'n' Andy" dialogue or accents.

One of radio's biggest appeals for the advertiser, of course, is cost. Al Sessions analyzed some 1958 figures which he delivered in a purchase for a client on Negro-appeal stations rather than general stations in New York City. A five-county summary shows he reached 1,462,000 homes at a cost per 1,000 homes of 19 cents. Had he used non-Negro stations, he estimates the equivalent c.p.m. would have been \$2.91. He notes, too, that a 7 rating on a Negro station is "not unusual," whereas a 5 for white is considered good.

In contrast with this general product buying pattern are those for four products identified particularly with Negro consumers: Sulphur 8 hair conditioner, Dixie Peach hair pomade, Gloss 8 pressing oil and Swamp Root diarrhetic. Each of these accounts puts the biggest portion of its budget into spot radio to reach Negroes.

Buyer on all four is Dorothy Glasser of Kastor, Hilton, New York, an experienced professional in the purchase of Negro-appeal radio. But

her buying patterns have changed in recent years, she says, and the biggest reason is because of what she terms "over-saturation of Negro stations with both general and Negro-appeal products." She contends some stations "take anything that looks like business, and crowd all the announcements into shorter time spans so you have to work harder for identification."

Her answer: to shorten what may have been a 52-week campaign to 39, and to increase the weekly frequency. Many of the flights are for 13 weeks. Another factor: costs have gone up, and she estimates she gets seven announcements today for what 10 cost a couple of years ago. Unless client budgets rise proportionately—and many of them don't—this means a further move in the direction of a heavy-up during a shorter period of time.

She deplores two moves she sees taken frequently by stations: "(1) they steal someone else's disk jockey and think this will automatically up the rating, and don't give enough thought to other factors which go to make a rating—listener loyalty, sta-

in key city CLEVELAND:

Only WJMO
programs
top Negro
talent . . .
backed with
consistent and
heavy
promotion to
deliver your
message to
230,000 Negroes
at Cleveland's

LOWEST COST PER LISTENER

★ ★ ★

W J M O

RADIO

Cleveland, Ohio

A Division of United Broadcasting Co.

Represented nationally by:

NEW YORK Bob Wittig, 420 Madison Ave.

TA. Dora-Clayton Agency, Inc.

tion image, choice of music; (2) if stations are going to compete for business in the general market, they'll have to stick to their last—Negro-appeal programming." Yet she says many are converting to rock and roll and losing the distinguishing factors which made them different: their appeals to the Negro.

This identification factor is inherent in her selection of all Negro-appeal stations for a line-up or of a block of Negro-appeal shows rather than a participation in an "island" Negro program surrounded by "general" programs. She buys some 50 stations for Sulphur 8, about 25 in the North for Dixie Peach and some 20 as market openers in the South and Southwest, preferring minutes. She's also recommended that copy, previously handled live, now be transcribed, a growing trend among bigger advertisers because "in many instances we didn't get the reproduction we should have." But lead-ins are still live and handled by the local station personality.

A general product advertiser who maintains a corollary media program directed specifically to Negroes is the Pet Milk Co., St. Louis, for its evaporated milk. The client and Gardner Advertising agency developed a weekly half-hour transcribed gospel show called *Sunday Morning*, aired on a spot basis in 64 markets.

The program is produced by a well-known Chicago Negro radio personality, Sid McCoy, owner of his own production firm there, and points up the perennial popularity of gospel singing with the Negro. A big feature of the program is a three-minute billboard offered to local churches in each community.

Why a program, and particularly this format? Says Ray Morris, advertising manager for the product at Pet Milk: "We want to control our own climate, and a transcribed show lets us do this. We have a top quality show, which we want reflected on our product. We want identification in and with the community. And we also want a strong vehicle which can be merchandised locally."

Community relations and merchandising peak with the annual Gospel Singing Contest, when a local winner from each city where the program is carried competes for the national title and a recording contract. The show

is aired in the span from 10 to 12 on Sunday, and Morris says in many markets "it's the best-rated local program except for morning and noon farm news." He, as does Buyer Dorothy Glasser, wants to get away from "the deluge of spots" which make it difficult for an announcement to claim listener attention.

Because of the difficulty in running store checks and getting specific audits traceable to Negro radio advertising, Morris and Earl Hotze, evaporated milk account executive at Gardner, admit that much buying in the market has to be done on faith.

"Evidence of actual results is hard to come by," they agree, but Morris says he and his company have seen many factors which lead them to think Negro radio appeals are "unusually effective, that the audience is responsive in terms of tune-in as well as product purchase and that their return dollar-for-dollar is extremely good." Usage is based on one solid marketing fact they have proved: Negroes consume one and one-half times as much evaporated milk as whites. Hotze figures these 64 markets give Pet a potential reach to 95% of all Negroes in the U. S.

The Quaker Oats Co., Chicago, for its Aunt Jemima self-rising flour, used a similar gospel program and contest format with unusual success last spring. A heavy user of spot announcements on Negro-appeal stations, the company decided to sponsor a *Gospel Talent Hunt* on three stations for a special campaign: WWRL, New York; WHAT, Philadelphia, and WBEE, Chicago.

The Chicago results, reported by SPONSOR's Midwest editor, were typical of the strategy and the markets. Said R. S. McDonald, manager of institutional advertising for Quaker: "Dollar for dollar spent, Negro radio has turned out to be more effective than another medium for this particular product. We would be very inclined to try it again."

Another client spokesman put it this way: "There's great economy in the direction of its audience to the particular segment we wanted to reach." An agency man on the account from the Clinton E. Frank Co. agreed. "Why did we use Negro radio? Simply because it's cheaper than any other!"

The client and agency found a

quality response, too. A synthesis of advertising, promotion and merchandising netted the client an estimated 12% increase in product sales. The radio blueprint included: 21 weeks of spot announcements followed by 13 weeks of the 15-minute *Gospel Talent Hunt* aired Monday through Saturday at 10:30 a.m. from January to April. The Chicago schedule was climaxed with a three and one-half hour talent finals, a radio "spectacular" beamed exclusively to Negroes in the area. In Chicago, alone, more than 1,500 individuals participated in the competition for recording contracts.

Quaker buys general-appeal radio stations as well, particularly in Southern markets where white families do much more home baking than do those in the North. But the company has a special interest in the Negro market because: (1) There is no national aspect to flour marketing, as a client spokesman explained, as it's sold on a local, regional or sectional basis; (2) There's more product usage by Negroes, who historically are inclined toward baking "quick bread."

The Negro market is of special interest to a major regional advertiser whose budget approximates that of many a manufacturer with national distribution—Liebmann Breweries, makers of Rheingold beer.

Walter H. Liebmann III, advertising manager, says within his firm's major distribution area—a 200-mile radius around New York City—"the Negro market must be taken into consideration in a balanced media plan. While this fact is unavoidable, we do not consider our advertising to the Negro market as 'Negro advertising', but merely as an extension of our normal advertising, adjusted in special instances to take advantage of circulation and listener concentrations."

"Name" personalities are used in commercials for the general as well as the Negro audience, he explains. These are usually top-name entertainers, such as Louie Armstrong or Nat King Cole among the noted Negro personalities, and the announcements are slotted on both general and Negro-appeal stations. Says Mr. Liebmann, "Our advertising effort as regards the Negro radio market, in effect, is one of specifically purchas-

ing time on Negro radio stations without changing our regular selling message which we feel is designed to sell our product to all people."

Rheingold, for example, sponsors short radio program features with the Negro ex-sports pro, Jackie Robinson. But the programs are slotted on both general and Negro-appeal stations, as are the commercials.

He concludes: "To our company, a market consists of people without regard to what kind of people they are. We buy time in an effort to reach these people and, in this regard, the character of the Negro market must be taken into consideration."

Rheingold's agency is Foote, Cone & Belding, New York.

BARDACH

(Continued from page 10)

and the amount of available advertising dollars. Some products in the general grocery classification, for example, enjoy better than average sales potential among Negro families, yet little effort is made to exploit this opportunity.

The reasons are several: 1. lack of up-to-date marketing information; 2. failure to consider Negro radio as a separate peripheral medium; 3. fear that the use of Negro radio may harm the brand's image among non-Negro consumers.

Let's look at each of these points.

If Negro radio is to enjoy continued prosperity, it would seem incumbent upon broadcasters themselves to produce much of the information concerning their market that is now totally unavailable. With a few exceptions, the Negro broadcast media have failed to supply even the most basic data regarding consumption of major food and drug categories relative to non-Negro usage.

The medium must bring its story to the advertiser, but with facts and not generalities. This same problem (that of proving the value of the medium's market) faced the farm publications not so long ago. Today many impressive and useful studies are available showing the relative value of farm and non-farm families by many product categories. The same sort of approach can and should be undertaken by Negro broadcasters.

Because general magazines, television, and newspapers tend to have relatively less penetration among Negro families, particularly in the

315,000*

DALLAS-FORT WORTH

NEGROES

LISTEN ALMOST

EXCLUSIVELY

TO

KNOK

970

Media buyers familiar with the Negro market know Negroes do not respond to white oriented media. **KNOK**, programming exclusively to the Negro every hour, every day, is the voice of Dallas-Fort Worth Negroes. Negro Haaper surveys consistently average over 50. Trade shows sponsored by **KNOK** pull thousands. **KNOK** IS the Dallas-Fort Worth Negro community, ON THE AIR in this great Texas market. Negro music, Negro news, Negro interest items develop strong listener loyalty . . . strong client sales power. Far brand damage, and complete sales effectiveness . . . make sure you schedule **KNOK** every time you schedule Dallas-Fort Worth.

315,000*

DALLAS-FORT WORTH
NEGROES

SPEND MILLIONS
ANNUALLY

Food	\$56,980,565.38
Beverages	\$ 4,108,316.63
Automotive	\$12,503,572.34
Personal Care	\$ 5,358,673.86

EXCLUSIVE, PROFITABLE MERCHANDISING PROGRAM

Insure that you are represented in areas where Negroes trade most. Take advantage of **KNOK's** exclusive OK'ed Buy merchandising program.

*1950 Census: Trade Area.

For 100% Sales Effectiveness

KNOK

In Dallas-Fort Worth

Stuart Hepburn, President

REPRESENTED BY
BERNARD HOWARD CO.

BALTIMORE NEGRO RADIO REPORT:

HOOPER RATES WSID TOPS AMONG NEGROES IN BALTIMORE

During the big noon to 6 P.M. listening period, WSID is tops among Baltimore's 350,000 Negroes — according to the July-August Hooper Radio Audience Index. The figures show that WSID topped the only other Negro station in the market by about 300%. To reach Baltimore's big-sized, big-buying Negro market, your best buy is the top station:

WSID RADIO

910 N. Charles Street
Baltimore 1, Md.
SAratoga 7-8250

A Division of United Broadcasting Co.
Represented nationally by:
NEW YORK: Bob Wittig, 420 Madison Ave.
ITA, Dora-Clayton Agency, Inc.

South, Negro radio is often one means of bringing advertising awareness and penetration up to "average" levels. Again, we would ask the question of whether *average* coverage is sufficient. For many brands the answer must be "no."

Just as many clients use spot radio and not network, or spot tv and not network, or selected Sunday supplement sections and not magazines, it should necessarily follow that effective Negro radio is not necessarily contingent upon the use of *general* spot radio too.

A number of highly successful advertisers have employed Negro radio without the "foundation" of a general radio campaign, because of the ability to realize that Negro radio can complement other media in delivering maximum impact against a major segment of certain marketing areas.

Lastly, it is not time to abolish the concept of broadcast *apartheid*, based on the spurious reasoning that a product's image may be tarnished if it becomes known that the brand uses Negro media. This kind of stunted thinking must also assume that people are somehow unwilling *captives* of media. What nonsense!

People who listen to Negro radio listen because they want to. With almost three dozen radio stations in New York City, for example, a listener, Negro or white, must go out of his way to choose one of the four outlets devoting a major portion of its schedules to Negro broadcasting.

That these Negro stations enjoy an important share of the total listening audience should be sufficient proof that this form of programing is *wanted*. It follows, therefore, that listeners exposed to commercials on these stations must be receptive, or they wouldn't be tuned in in the first place.

For these reasons, both media and advertisers may do well to re-evaluate and properly position what has for some proven to be a potent selling force.

VITT

(Continued from page 10)

Procter & Gamble, Bristol-Myers, Philip Morris and Anheuser-Busch.

Other advertisers, however, are being impressed by the statistics but are doing nothing with them. It's my premise that if these advertisers have a product directed toward a mass

market (although not necessarily restricted to just that type of product) in all probability they would be able to realize an increase in sales if they decided to direct their attention toward the Negro market. Here's how:

The first step calls for a re-evaluation of marketing strategies to include specific attention toward the Negro market. The justification for such an action may be found in a number of reasons: both short and long term. Short term reasons are readily found (1) in the size of the market itself, approximately 12% of the U. S. population, and (2) in the worth of the market in terms of purchasing power.

Even more important though is the fact uncovered by research that this purchasing power is spent for consumers' goods at a more rapid rate than is that of the white market during a comparable period of time. For example, the average annual expenditures for personal care items (e.g. toothpaste, deodorants, etc.) per Negro household far exceeds that of the white household in every income category except the very highest and the very lowest. A recent study indicates that the average Negro family with a \$5,000 income maintains a standard of living comparable to that of a white family with an \$8,000 income.

Long term reasons justifying advertisers' attention to the Negro market are seen in the fact that the percentage of Negroes to total U. S. population is expanding. For example, in 1940 Negroes accounted for approximately 9% of the U. S. population; today the percentage is an estimated 12%. To a marketing mind, it is not really necessary to comment on the value of establishing a franchise in an expanding area of this potential. Additionally, as more and more Negroes move into urban areas (approximately 40-45% of U. S. Negroes now live in the top 35-40 U. S. markets), opportunity for more efficient utilization of Negro labor increases with resultant higher wage earnings for that group. What this means to the advertiser who pursues the Negro market is that he is establishing himself not only in an expanding market but in one which traditionally has spent at a faster rate than the white market and which is now increasingly in a better position to spend even more.

Did you know that the Negro family on the average has 4.2 members as compared to an average of 2.9 for

the white family?

Having re-evaluated his marketing strategy to include attention to the Negro market, the second step requires the advertiser to give this market some special consideration. The degree to which the special consideration is given will frequently have a direct bearing upon sales. For example, some advertisers have found it beneficial to develop one marketing and advertising plan for their general market and a separate marketing and advertising plan for their Negro market. The practice of using Negro models for advertisements appearing in Negro media has increased to the point where today well over 100 companies advertising to the Negro market utilize Negro models. And while costs are increased by the need for extra plates, model fees, photos, etc., most of those companies feel in the long run the results more than pay for the required extra expenditures.

It is the feeling of some advertisers that in utilizing Negro broadcast media full advantage should be taken of Negro personality programs. And even where the general campaign calls for film and/or e.t. commercials the Negro broadcast personalities will receive instead a fact sheet to be adapted to his or her own style. The belief, of course, is that the Negro personality who has established himself in his market can lend an advertiser the importance of his personality, particularly in the two subsequent areas: (1) he can showcase the commercial in his own style, thus lending a believability and impact perhaps otherwise not obtainable, and (2) through appearances with the trade and as a personality within the market he can lend an advertiser valuable merchandising attributes.

Finally, when an advertiser has made the decision to specifically "invite" the Negro market to his product and in "inviting" it to give it some special considerations (as opposed to a straight translation of his general marketing and advertising), there is the need for an allocation of dollars and a consideration of media implementation of that allocation. The allocation of dollars to the Negro market advertising effort can be determined in a number of ways. The method of allocation is not so important so long as sufficient funds are available for a campaign of reasonable frequency and continuity.

The dollars allocated as well as the copy and marketing objectives will influence the choice of Negro media selected for the campaign. With the expanding Negro market there has been a growing amount of media and market data being provided by Negro media. In general, white media will have a counterpart in Negro media. The exception to this has been in the area of television, primarily, and there are some recent indications that even here in some areas a Negro counterpart is developing.

Fundamentally, however, if the advertiser's objective is to reach as many Negroes as possible as frequently and as efficiently as possible, he will in all probability turn to radio. In addition to the media values he will be in a position to receive those more intangible aspects of personality impact already mentioned.

Other opportunities are available via newspapers, although at present there are only two daily Negro newspapers (the rest are weekly). Negro magazines, too, may be effectively utilized toward reaching the Negro market.

It might, however, be interesting to note that two other considerations than those of frequency and efficiency have led many advertisers to radio as opposed to other available media: (1) research has established the education level of the Negro population at an appreciably lower level than that of the white population; (2) tv ownership and viewing is considerably less among Negroes than whites relative to their group size. The conclusions drawn from these facts seem to indicate that, in general, radio would appear to have the greater potential for reaching the Negro market most effectively.

In summary, then, it would seem reasonably assured that the Negro market because of its size, its value, and its increasingly attractive potential, offers excellent opportunities of increased sales to that advertiser marketing a mass product who is able to: (1) re-evaluate his marketing strategy to include the Negro market; (2) decide for and upon some special consideration for the Negro market; (3) allocate a sufficient budget to maintain an adequate and continuous advertising effort against the Negro market.

Whether an advertiser makes his decision for or against the Negro

WANT RADIO is a solid **FIRST IN** **NEGRO** **AUDIENCE**

in the important
Negro market of

RICHMOND, VA.

Use WANT leadership if you want results from the 38% of the Richmond population which is non-white.

WANT

513 E. Main Street, Richmond, Va.
Milton 3-8368

A Division of United Broadcasting Co.

Represented nationally by:

NEW YORK: Bob Wittig, 420 Madison Ave.
ATLANTA: Dora-Clayton Agency, Inc.

THE GEORGIA **NEGRO GROUP**

COLUMBUS

1000 Watts
1580 kc. **WCLS**

MACON

1000 Watts
1280 kc. **WIBB**

SAVANNAH

WSOK 250 Watts
1230 kc.

SEE PAGE 3 THIS ISSUE

effort at this time, it is certain that in the years to come the Negro market will make increasing demands upon his attention. We see this probably most readily in the facts that: (1) Negroes are a "younger" population: their median age being around 24 years against approximately 31 for whites; (2) the percentage of Negroes to the total population is now growing at a faster rate than the white population because of a significantly higher birth rate only partially balanced by their also higher death rates.

STATIONS

(Continued from page 13)

fully in this progressive and enlightened era." Mr. Novik goes on to say, "The change marks the end of an era of routine programing, lackadaisical public service efforts and canned newscasting. We have found during recent years that the Negro audience we service has matured considerably."

Public service, in addition to Negro-appeal radio's well rounded format including religious and talent shows are the primary reasons for its growing acceptance.

And the obvious result is the advertisers' overwhelming desire to reach this community conscious, loyal, money spending ethnic group. As a result, Negro appeal stations have to get the advertising business since there are virtually no Negro-appeal newspapers on a daily basis. One hundred fifty-one newspapers represent the entire Negro population, all weeklys with the exception of two. For local advertisers to keep their potential customers informed on a daily basis, newspapers definitely were not the vehicle ten years ago, nor can they do the job today. And that's where Negro-appeal radio got its start.

Regional and local business located in Negro communities continue to aim their campaigns specifically at the Negro consumer. The grocery, the bakery and the butcher around the corner have low paid help distribute mimeographed sheets listing the latest sale prices on their wares while larger outfits buy time on the local Negro-appeal radio station. This is how many regional products and/or products distributed by chain supermarkets carrying their own name have

gained strong acceptance among the Negro population. But in recent years, many national accounts have caught on to the potential Negro market. Many have realized "What's good for local business is good for national business." Based on a questionnaire sent to SPONSOR's long list of Negro-appeal stations, approximately 180 stations returned about 200 unduplicated national accounts actively aiming their sales message specifically at the Negro market. Among the top brands mentioned repeatedly and the number of times they were mentioned are the following: Royal Crown Hair Dressing, 44; Carnation Milk, 34; Artra Skin Cream, 33; American Tobacco Company, 28; Coca-Cola Company, 27; R. J. Reynolds Tobacco Company, 26; SSS Tonic, 23; Falstaff Beer, 19; Pepsi-Cola Company, 18; Schlitz Beer, 18. Although, by no means was this a scientific survey, it would be safe to say that Negro-appeal programed stations are getting the business from the national advertisers in a big way.

The importance of Negro-appeal radio and the potential future it represents is emphasized by the tightly knit organizations behind hundreds of these independent stations. Group ownership and regional networks are embossed in buyers' minds throughout the country. Many small market stations are joined together during certain time periods of the day and night, forming group rates in many cases, similar to major network systems. The largest Negro-appeal group of this kind is the Keystone Broadcasting System, consolidating four hundred sixty-three stations. The estimated population figure compiled by KBS covered by their entire lineup is 12,319,200 or 72 percent of the total U.S. Negro population. The lineup, comprised mostly of small market stations, "Involves much detail work," says Noel Rhys, executive vice president of the organization. "Unlike the major networks, we seek time rather than option it." Headquartering in Chicago, the major portion of the staff is located there, their New York branch serving as a sales office. KBS employs about 50 percent Negroes for its retail outlet contact. Other Negro-appeal ownership groups include the McLendon Ebony (no relation to Gorden McLendon group), The OK Group,

Rollins and Rounsaville groups.

"We at Bernard Howard are more interested in the future of Negro-appeal radio rather than the immediate sale," says Jack Davis, vice president of the same firm. "First we must sell the agency or the buyer on the whole concept of this expanding medium and then our markets and finally our stations. Many clients are unfamiliar with the statistics of the Negro market therefore the salesmen have to start from scratch. Unfortunately, when a test campaign is finally agreed upon, it's not followed up for results." Mr. Davis goes on to say, "As a result, we take it upon ourselves to weigh the results of the campaign, presenting the final analysis to the buyer. By doing this, we can prove the effectiveness of Negro-appeal radio, creating a smoother road for the next sale."

Other national Negro-appeal station representatives include Bob Dore Assoc.; Forjoe & Co.; John E. Pearson Co.; United Broadcasting; Walker-Rawalt and Dora-Clayton (South).

Summarizing the entire position of the Negro-appeal radio industry, the results are obvious. Audiences are growing, many clients have realized and many more are beginning to realize the buying potential of this forceful medium and as a result, Negro-appeal stations are prospering.

NRA

(Continued from page 14)

100,000. Reps and agencies may also participate under the heading of associate membership. Application for associate membership by Negro station reps, manufacturers and agencies active in buying Negro-appeal radio (agencies will probably be swamped with pro-Negro station material, members or not), may hold cards at \$50 per month.

Listed on page 14 are the 37 stations eagerly awaiting the official unveiling of the NRA and at left is the Chairman of the Board. The experts of Negro-appeal radio who make up the Board of Directors of the newly organized Negro Radio Association are as follows: Harry Novik, WLIB, New York; Egmont Sonderling, WOPA, Oak Park, Ill.; Joe Speidel, WOIC, Columbia, S. C.; Robert W. Rounsaville, Rounsaville Radio Stations, Atlanta; Stanley Ray Jr., The OK Group, New Orleans; Norwood J. Patterson, KSAN, San Francisco. ▀

**TODAY, PHILADELPHIA, AMERICA'S THIRD
LARGEST NEGRO MARKET, IS THE
13th LARGEST CITY IN THE ENTIRE U.S.A.**

THE TOP 25 AMERICAN CITIES

RANK	CITY	POPULATION	
		1960	1950
1	New York	7,710,346	7,891,957
2	Chicago	3,492,945	3,620,962
3	Los Angeles	2,448,018	1,970,358
*4	Philadelphia	1,959,966	2,071,605
5	Detroit	1,672,574	1,849,568
6	Houston	932,680	596,163
7	Baltimore	921,363	949,708
8	Cleveland	869,867	914,808
9	Washington	746,958	802,178
10	St. Louis	740,424	856,796
11	Milwaukee	734,788	637,392
12	San Francisco	715,609	775,357
**13 Philadelphia			
	Negro	686,000	480,000
14	Boston	677,626	801,444
15	Dallas	672,117	434,462
16	New Orleans	620,979	570,445
17	Pittsburgh	600,684	676,806
18	San Antonio	584,471	408,442
19	Seattle	550,525	467,591
20	San Diego	547,294	334,387
21	Buffalo	528,387	580,132
22	Memphis	491,691	396,000
23	Denver	489,217	415,786
24	Cincinnati	487,462	503,998
25	Atlanta	485,425	331,314

* Includes Entire Population..
White and Negro. Note
Decline of the General
Population

** Includes Negro Population
Only! Note Increase of
206,000 Since 1950

YES, THE PHILADELPHIA NEGRO
MARKET IS **BIGGER** AND
GROWING FASTER THAN
SUCH FAMOUS CITIES AS

- Boston
- Dallas
- New Orleans
- Pittsburgh
- San Antonio
- Cincinnati
- Atlanta
- Minneapolis
- Indianapolis
- Kansas City

**SURVEYS PROVE WDAS
FIRST IN ALL
NEGRO RATING SERVICES**

TRENDEX / HOOPER / PULSE

1480 ON THE DIAL

Represented Nationally by

BERNARD HOWARD CO.

NEW YORK / SAN FRANCISCO / ATLANTA / CHICAGO / LOS ANGELES

ALEX KLEIN, *National Sales Manager*

WDAS, Belmont & Edgley Rd., Phila. 31, Pa.

**W
D
A
S**

KSAN

LEADS AGAIN IN 1960 IN THE RICH

S.F.-OAKLAND

NEGRO MARKET OF 342,000

1ST *again*

IN CONLAN SURVEY (June '60, S.F.-Oakland Negro Market)

49.2% AVERAGE SHARE OF AUDIENCE

1ST *again*

IN PULSE (June '60, S.F.-Oakland Metro. Area Negro Market)

24.3% AVERAGE SHARE OF AUDIENCE

JOIN THE LEADING NATIONAL ADVERTISERS WHO ARE USING **KSAN** *again* IN 1960.

JOIN THE LOCAL ADVERTISERS WHO ARE USING **KSAN** *again* IN 1960.

IDENTIFY YOUR PRODUCTS AND SERVICES WITH THE PRESTIGE
KSAN ENJOYS IN THE RICH S.F.-OAKLAND NEGRO MARKET

You'll sell more to Negro families if you use the station
the Bay Area Negro families listen to and accept
the most...

Represented by:

New York
420 Madison Ave.

BOB DORE ASSOCIATES
Chicago
720 N. Michigan Ave.

Los Angeles
5746 Sunset Blvd., Bldg. B
Hollywood, Calif.

DORA-CLAYTON AGENCY
Atlanta
502 Mortgage Guarantee Bldg.

WILLIAM J. WAGNER & ASSOC.
Seattle
1001 Tower Bldg.

KSAN

1111 MARKET STREET
SAN FRANCISCO, CALIF.

KSAN 1111 Market Street, S.F., for your free copy of the
1960 market study "*The Negro Consumer*".